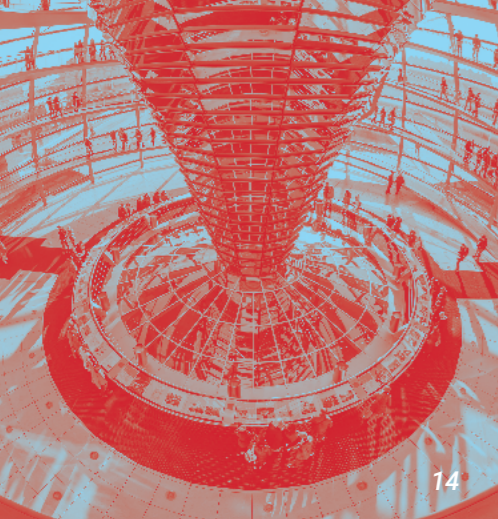


With power into the future  
The German Mittelstand. BVMW





# Contents

- 4 The German Mittelstand. BVMW – Who we are
- 6 BVMW in numbers
- 8 We are committed to
- 12 BVMW – active for you nationwide**
- 15 Our political successes

- 16 Committees and Expert Groups
- 19 Political Advisory Board
- 20 Scientific Advisory Council
- 21 Health Advisory Council
- 23 Strong Women – strong Mittelstand



- 25 Parliamentary breakfasts and lunchtime talks
- 26 First-hand information
- 28 BVMW's Mittelstand Alliance
- 30 Federal Economic Senate
- 32 Mittelstand-Digital
- 34 Funding Projects IT Security



- 36 KliMaWirtschaft
- 37 United Nations Global Compact
- 38 Mittelstand Consulting Network

- 40 BVMW – strong regional networks**
- 43 Present throughout Germany
- 44 Events
- 50 Member testimonials

- 54 BVMW – international connections**
- 56 Offices Abroad
- 58 Committee for International Business
- 61 Event Formats
- 62 Task Force Senegal
- Task Force Tunisia
- 64 Mittelstand Alliance Africa



- 66 Access to new markets with Business Scout for Development
- 67 Legal Notice



# Who we are

## ■ Our Mission

Connecting companies and the people behind them – for a strong Germany in a strong Europe

## ■ Our Values

The social market economy is our guiding principle. Shaping it is our obligation.

## ■ Our Vision

Our aim is to strengthen the competitiveness of companies and in doing so, secure the future of Germany's Mittelstand.



**Senator a.D. Christoph Ahlhaus**  
Executive Chairman of the Federal Management Board

## ■ Strong for Germany

The German Mittelstand. BVMW successfully represents the interests of the German Mittelstand in politics, media and society, because we combine competence and experience of small and medium-sized businesses across the board. We successfully lobby at all political levels. We connect entrepreneurs with the right people and provide our members with tangible price advantages. Together, we strengthen the competitiveness of the German Mittelstand.

## ■ Driving Force

BVMW is represented nationwide. We are a point of contact and as such serve a vital role for prosperity and social cohesion in our country. Together with our members, we develop a basis for political decision-making. We commu-

nicate facts, demands and positions relating to the economy to politics, society, administration as well as media and the public.

## ■ Networker

Benefit from our numerous national and international events. At both a regional and European level, we inform and advise our member companies and the member associations that make up the SME Alliance (Mittelstandsallianz) and initiate an intensive exchange of opinions and experiences. Our 300+ representatives have around 800,000 business contacts yearly and organize over 2,000 events a year.

## ■ Shaper

Our members represent the entire spectrum of industries. Together, we form the backbone of the German economy. The BVMW is the German Mittelstand.

## ■ A Strong Voice

BVMW is the largest voluntarily organized cross-industry interest grouping of German Mittelstand. As part of the Mittelstand Alliance, we represent the common economic, social and societal interests of around 30 industry associations with more than 900,000 members. This strengthens our political clout. Together, we give German Mittelstand a clear profile. In doing so, we maintain the freedom to act economically while simultaneously securing social harmony.

**Be part of it – increase your success in Germany's largest decision-maker network!**

# BVMW in numbers

30

Sectoral Associations in the Mittelstand Alliance

2,000

Events per year

75

Represented in more than countries

900,000

Members in the Mittelstand Alliance

3

Advisory Councils

Approx.

300

offices throughout the country

16

Committees and Expert Groups

# We are committed to

## ■ Education

In Germany, education and training are fundamental to prosperity. We are committed to a turnaround in education policy. In addition to comprehensive schools, we need more competition and higher quality.

## ■ Digitalization

Recognize potential, exploit opportunities. Nationwide broadband expansion is essential if Germany is not to lose touch with the digital world. Policymakers must make this a reality as soon as possible.

## ■ Energy and raw materials turnaround

Support alternative raw material extraction and reward self-consumption instead of penalizing it. Strengthen the circular economy and increase the use of secondary raw materials. Reward environmental awareness through taxation and comply with emission limits.

## ■ Europe

Strengthen identity and focus on the community of values – further enhancing competitiveness for German companies.

## ■ Skilled workers

The coalition parties tackled the Skilled Labour Immigration Act demanded by BVMW. This is an important first step in addressing the shortage of skilled workers in Mittelstand companies.

## ■ Financing

The financing of small and medium-sized companies by banks and credit institutions is an ongoing issue. The EU Commission, Council and European Parliament agreed on the SME clause proposed by BVMW. The risk weighting for loans to SMEs was lowered, while at the same time, the retail limit was raised from one to 1.5 million euros.

## ■ Health

Reward prevention, ensure safety in healthcare. No sales threshold for reimbursement of innovative drugs.

## ■ Innovation and Support Programmes

Introduce tax incentives for research. Bolster projects and establish an open discourse on new research approaches.

## ■ Law

Labour law, social law, IT law/data protection, business law and deregulation. For 80 percent of our members, reducing bureaucracy is politics' most important task. According to estimates by the Federal Statistical Office, this costs over 50 billion euros per year.

## ■ Location

Improve infrastructure and expand charging structure for electromobility. The focus is on social security, finance, climate, raw materials/resources, the labour market, consumer protection and value creation.

# We are committed to

## ■ Taxes

We demand: relieve and simplify. In addition, a withholding tax exemption should be introduced for investments in research-intensive companies.

## ■ Corporate security

Digitalization, which is penetrating all areas of the company, must be organized quickly and as smoothly as possible, while at the same time guaranteeing security. This requires intelligent corporate security concepts. Topics are: Operational security, data protection, occupational health and safety, IT security, cyber security and general information security.

## ■ Events and web impulses

In our series of events and web impulses, we provide impetus, address issues, and promote direct dialogue between our members and high-ranking political representatives at the federal, state, and EU levels. The 2,000+ events and web impulses reach members directly and impart knowledge and solutions to strengthen competitiveness.

## ■ Competition

Reduce bureaucracy, promote start-up culture and self-employment, and strengthen entrepreneurial and upward-mobility culture for location-based value creation.

Photo: © Gorodenkoff from stock.adobe.com



# BVMW – active for you nationwide

## Our political successes

BVMW is a strong advocate for small and medium-sized enterprises and, in discussions with political decision-makers, is a strong advocate for improving the political framework conditions for the German Mittelstand. At all political levels, the association has thus succeeded in representing the interests of German Mittelstand and achieving tangible progress. The results of this work are published in a continuously updated brochure – subdivided according to the individual policy fields – and can be read on BVMW's homepage.

[https://bvmw.info/politische\\_erfolge](https://bvmw.info/politische_erfolge)



# Committees and Expert Groups

## The Committees

BVMW's expert committees are an important voice for small and medium-sized enterprises and play a decisive role in shaping our association's work. BVMW draws its substantive strength from them.

The committees actively contribute to the association's political work with their substantive positioning and provide important input in preparing statements and position papers.

- Committee for Labour and Social Affairs
- Committee International Business
- Education Committee
- German Armed Forces and Mittelstand Committee
- Energy and Sustainable Management Committee
- Innovation and Support Programmes Committee
- Internet and Digitisation Committee
- Logistics and Mobility Committee
- Legal Affairs Committee
- Start-ups and Entrepreneurship Committee
- Tax and Finance Committee

## The Expert Groups

By members – for members. In addition to political work, networking and professional exchange between our members stand at the heart of the association's work. The expert groups created by BVMW are bodies in which this professional exchange can be put into practice. Here, member companies prepare important topics and challenges in areas relevant to Mittelstand in a professional manner.

This means that companies seeking advice can always be provided with the best possible and most up-to-date information.

- Group Health Expert Group
- Succession Expert Group
- Sustainability Expert Group
- Personnel Expert Group
- Corporate Security Expert Group

# Political Advisory Board

The Political Advisory Board was set up to advise the association's Executive Committee and federal management. It includes experienced, high-ranking political figures who are particularly committed to small and medium-sized enterprises in Germany. Quarterly meetings are held at the federal headquarters to identify solutions to current policy challenges.

## The members of the Political Advisory Board of the BVMW

- 1 **Alexander Graf Lambsdorff**, Member of the Bundestag (FDP), Deputy Chairman of the FDP parliamentary group in the Bundestag
- 2 **Omid Nouripour**, Member of the Bundestag (Bündnis 90/Die Grünen), Federal Chairman of Bündnis 90/Die Grünen
- 3 **Jürgen Trittin**, Member of the Bundestag (Bündnis 90/Die Grünen), Former Federal Minister
- 4 **Verena Hubertz**, Member of the Bundestag (SPD), Deputy Chair of the SPD parliamentary group in the Bundestag
- 5 **Dr Gregor Gysi**, Dr Gregor Gysi, Member of the Bundestag (Die Linke), President of the European Left Party
- 6 **Olav Gutting**, Member of the Bundestag (CDU), Member of the Federal Executive Committee of the CDU
- 7 **Dr Hans-Peter Friedrich**, Dr Hans-Peter Friedrich, Member of the Bundestag (CSU), Former Federal Minister

Photo: Graf Lambsdorff (Graf Lambsdorff), Nils Leon Brauer (Omid-Nouripour), Laurance Chaperon (Jürgen Trittin), Nico Rolke (Verena Hubertz), Dr Gregor Gysi (Dr Gregor Gysi), Julia Nowak/German Bundestag (Olav Gutting), Dr Hans-Peter Friedrich (Dr Hans-Peter Friedrich)



## Scientific Advisory Council

The Scientific Advisory Council of the BVMW advises the association's federal management on all economic and socio-political challenges. Its members are renowned representatives of the scientific community who contribute their expertise to the German Mittelstand. A particular expression of this work is the position paper "Aus den multiplen Krisen in die strukturelle Transformation – eine neue Angebotspolitik für die deutsche und europäische Wirtschaft" (From Multiple Crises to Structural Transformation - A New Supply Policy for the German and European Economy). In this paper, the Council outlines the most important steps required to ensure that change can be considered from the perspective from where value creation is made: the Mittelstand.

## Health Advisory Council

The Health Advisory Council was established to advise the Chairman of the Federal Executive Board on all relevant health policy issues. The Advisory Board members are renowned experts in their respective disciplines and enjoy a high reputation in the healthcare industry. The Health Advisory Council is unique in its composition, both in the association landscape and beyond. The meetings address the pressing problems within the German healthcare system, including the funding gap in the statutory health insurance funds, the outdated hospital structure and the sluggish pace of digitalization. To keep the liquidity of the statutory health insurance funds stable in the future and to ensure comprehensive medical care for the population, the Advisory Council on Health Care is developing solutions to initiate comprehensive structural reforms.

## Strong Women – strong Mittelstand

The German Mittelstand. BVMW has tasked itself with making the successful work of female entrepreneurs and women in management positions in small and medium-sized enterprises more visible. We want to network them more closely and create new offerings for women in business. That is why the BVMW has launched the initiative “Starke Frauen – starker Mittelstand” (Strong women – strong Mittelstand). In doing so, we offer female entrepreneurs in small and medium-sized businesses a platform to draw attention to their diverse activities at events throughout Germany. In addition, female entrepreneurs have the opportunity to tell their stories, which are presented on our association’s website.

### Nationwide meeting of „strong women“ at the Parliamentary Evening in Berlin

1 **Ekin Deligöz** Member of the Bundestag (Bündnis 90/Die Grünen), Parliamentary State Secretary to the Federal Minister for Family Affairs, Senior Citizens, Women and Youth.

2 **Dorothee Bär** (CSU), Member of the Bundestag.

3 From left: Panel discussion with **Katrin-Göring Eckardt** (Bündnis 90/Die Grünen), entrepreneur **Verena Pausder**, **Cathrin Wilhelm** and **Dr. Daniela De Ridder** (SPD).



## Parliamentary breakfasts and lunchtime talks

Through the Mittelstand Alliance, BVMW oversees regular formats in which we invite representatives of our partner associations to a parliamentary breakfast or lunch with members of the German Bundestag. As part of the informal dialogues, we are able to bring political concerns and, above all, expert knowledge to the attention of stakeholders from the respective specialist committees who are particularly committed to German Mittelstand. A patron from the Bundestag is appointed for these meetings, who moderates the table discussions and answers questions from the invited members of parliament and partner associations.

In the talks, we address a wide range of topics, such as taxes and finance, new mobility, energy security and climate protection, new work and education, as well as start-up funding and business succession.

Photo: © BVMW/Anna Kalucki

Lunch talk with **Dr. Jens Zimmermann** (centre), Member of the Bundestag (SPD), on the topic of digitalization.

# First-hand Information

Digitalization is one of the key transformation challenges facing German Mittelstand. Modern infrastructures in the form of nationwide broadband connectivity are the key and prerequisite for the German economy's performance. Germany also has a lot of catching up to do in terms of digitizing its administration. With its cooperation partners Telekom and Microsoft, BVMW invites member companies to exclusive events, such as the summer evening at Microsoft's Berlin office or Digital X in Cologne. Leading Mittelstand entrepreneurs thus have the opportunity to obtain first-hand information on digitalization.

Event at Microsoft Germany in Berlin.

Photo: © BVMW/Napoleon Schwan



# BVMW's Mittelstand Alliance

With around 30 partner associations, the Mittelstand Alliance represents the economic and socio-political interests of more than 900,000 members. This alliance is unique in the German association landscape and achieves a new level of clout. Together, we voice the most pressing concerns of small and medium-sized businesses.

The concentrated expertise of the diverse, industry-specific and cross-industry partner associations not only provides constructive criticism but also always offers forward-looking solutions – for direct legislative implementation and a strong Mittelstand in Germany. In regular meetings, the alliance partners can enter into a direct exchange with ministries, members of the government and high-ranking politicians.



Logos of our partner associations

# Federal Economic Senate

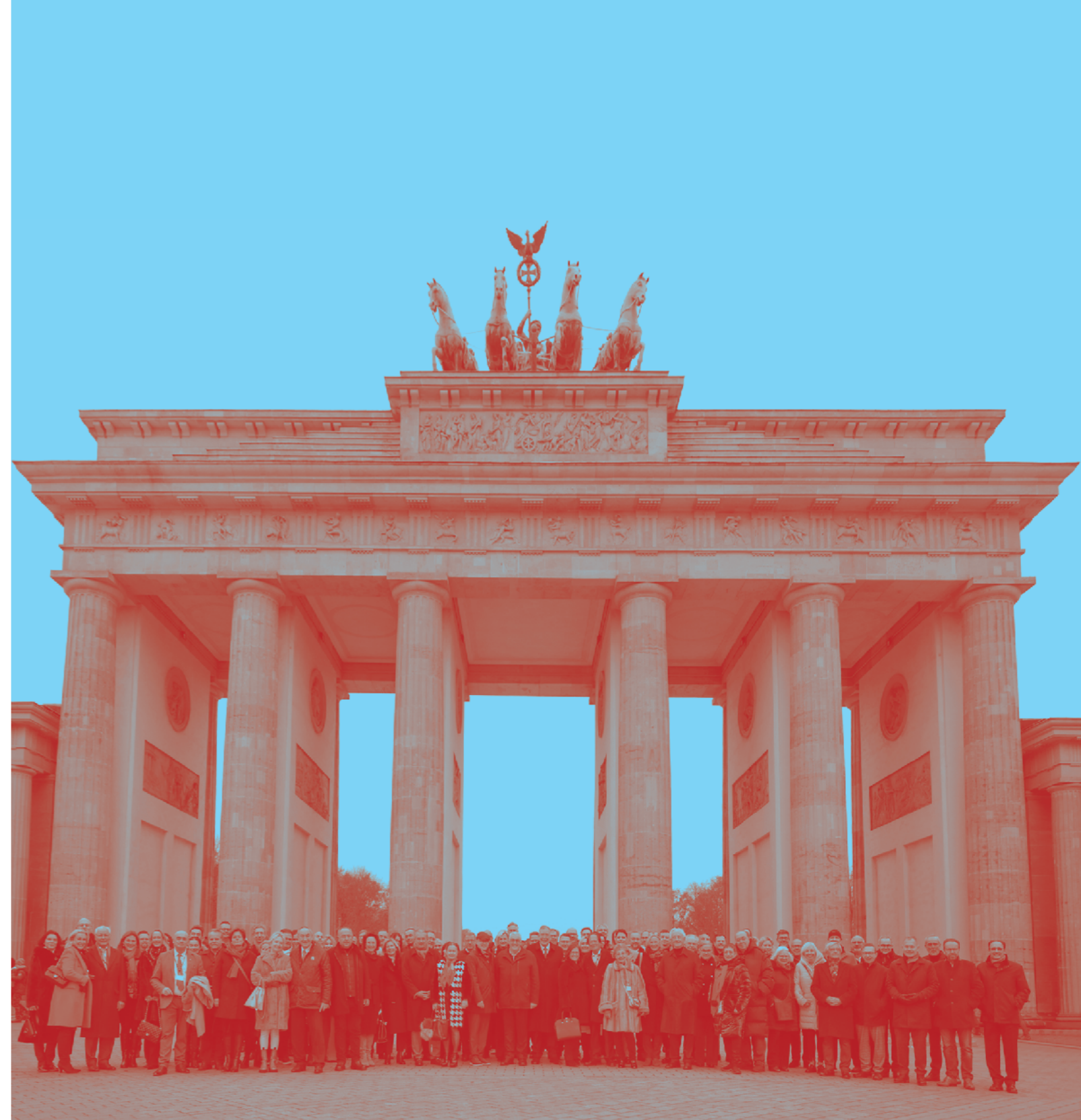
The Federal Economic Senate (Bundswirtschaftssenat) is made up of over 350 outstanding business personalities – they form the highest body in the BVMW. In addition to three Nobel Prize winners and renowned cultural figures, the Senate includes numerous national and international market leaders. The Senate members' companies generate annual sales of around 120 billion euros and are responsible for more than 1.2 million people. They contribute their outstanding life's work, their expertise and their commitment to the association.

BVMW organizes numerous exclusive meetings, which enable an entrepreneurial exchange of the senate members at the highest level. Partnerships and close cooperation with international organizations – such as the European SME organization European Entrepreneurs (CEA-PME) as well as the worldwide SME network INSME – open up a unique global network for our members.

[www.wirtschaftssenat.de](http://www.wirtschaftssenat.de)

*The members of the Federal Economic Senate at an event in Berlin.*

Photo: © BVMW/Annemarie Thiede





# Mittelstand-Digital

## Mittelstand-Digital Zentrum Berlin and Mittelstand-Digital Zentrum Tourismus

The German Mittelstand. BVMW is the lead manager of the Mittelstand-Digital Zentrum Berlin (Mittelstand Digital Centre) and a project partner of the Mittelstand-Digital Tourismus, both of which are funded by the German Federal Ministry for Economic Affairs and Climate Action. As a central point of contact for questions relating to digitalization, small and medium-sized enterprises are made more economical, resilient, agile and competitive in the long term. The Mittelstand-Digital Zentrum Berlin is being funded with around 5.5 million euros and the Mittelstand-Digital Zentrum Tourismus with around 4.3 million euros. In the three-year funding period, the centres will have implemented:

- over 230 events, workshops and webinars
- over 60 digitalization projects with companies
- two comprehensive digital contact points with information, checklists, maturity measurements as well as a project platform

A showroom at AI Campus Berlin, where interested companies, partners and the press can experience and try out digital solutions live, complements the free offer.

[www.digitalzentrum-berlin.de](http://www.digitalzentrum-berlin.de)

[www.digitalzentrum-tourismus.de](http://www.digitalzentrum-tourismus.de)



# Funding Projects IT Security

The German Mittelstand. BVMW is a project partner in two funded projects focusing on IT security. Through this work, we are contributing to promoting IT security skills and raising the level of IT security among Mittelstand companies.

The **Cybersecurity for SMEs Transfer Centre** provides support to small and medium-sized enterprises, start-ups, tradespeople and IT service providers with the aim of improving cybersecurity level continuously. Businesses are supported for instance with online tools, workshops, orientation talks and self-learning options. The Transfer Centre is supported by the Federal Ministry for Economic Affairs and Climate Action for four years with around 5.7 million euros as part of the Cybersecurity for SMEs Initiative.

The funding project **mit Standard sicher** has developed into a standard for IT security consulting for small businesses. Companies with up to 50 employees can receive a time and cost-efficient introduction to cybersecurity with CyberRisk Check. IT service providers using this standard guide small businesses through 27 specifications in an easy-to-understand process and come up with concrete recommendations for action. The project is supported by the Federal Ministry for Economic Affairs and Climate Action for two years with 400,000 euros within the Cybersecurity for SMEs Initiative framework.

[www.transferstelle-cybersicherheit.de](http://www.transferstelle-cybersicherheit.de)

[www.mit-standard-sicher.de](http://www.mit-standard-sicher.de)



# KliMaWirtschaft

The German Mittelstand. BVMW leads the **KliMaWirtschaft** (climate-economy) project, which is funded by the German Federal Ministry of Economics and Climate Protection. The project provides small and medium-sized enterprises with free support in introducing climate management. Participating companies learn in successive workshops how to balance their operational carbon emissions in the long term and how to reduce them measurably. This is also accompanied by defining their individual climate protection targets and implementing climate protection measures within the company.

The **KliMaWirtschaft** project has 950,000 euros in funding. By the end of 2024 the project will have implemented:

- support for more than 200 companies in implementing climate protection measures
- the development of an online climate protection toolbox for finding suitable climate protection measures
- preparation of information in web impulses, workshops, checklists and guides

[www.klimaschutz-wirtschaft.de](http://www.klimaschutz-wirtschaft.de)

# United Nations Global Compact

As a member of the **United Nations Global Compact**, BVMW sets a visible example for a social, sustainable and innovative economy and represents the vision of sustainable and responsible corporate management. BVMW supports companies with practical web impulses, for example in the area of sustainability reporting or work-life balance. We offer guidelines on responsible supply chain management or climate neutrality as well as position papers in labour and human rights, environmental protection and corruption prevention. BVMW thus represents the exemplary role of German Mittelstand in equal opportunities and family friendliness as well as a sense of responsibility toward employees.

[https://bvmw.info/global\\_compact](https://bvmw.info/global_compact)

# Mittelstand Consulting Network

The German Mittelstand. BVMW, has been committed to maintaining and strengthening small and medium-sized enterprises for more than 45 years. Management consulting is an important factor in this. That is why BVMW founded the consulting network for Mittelstand companies. This is intended to provide guidance to entrepreneurs in their search for qualified consultants.

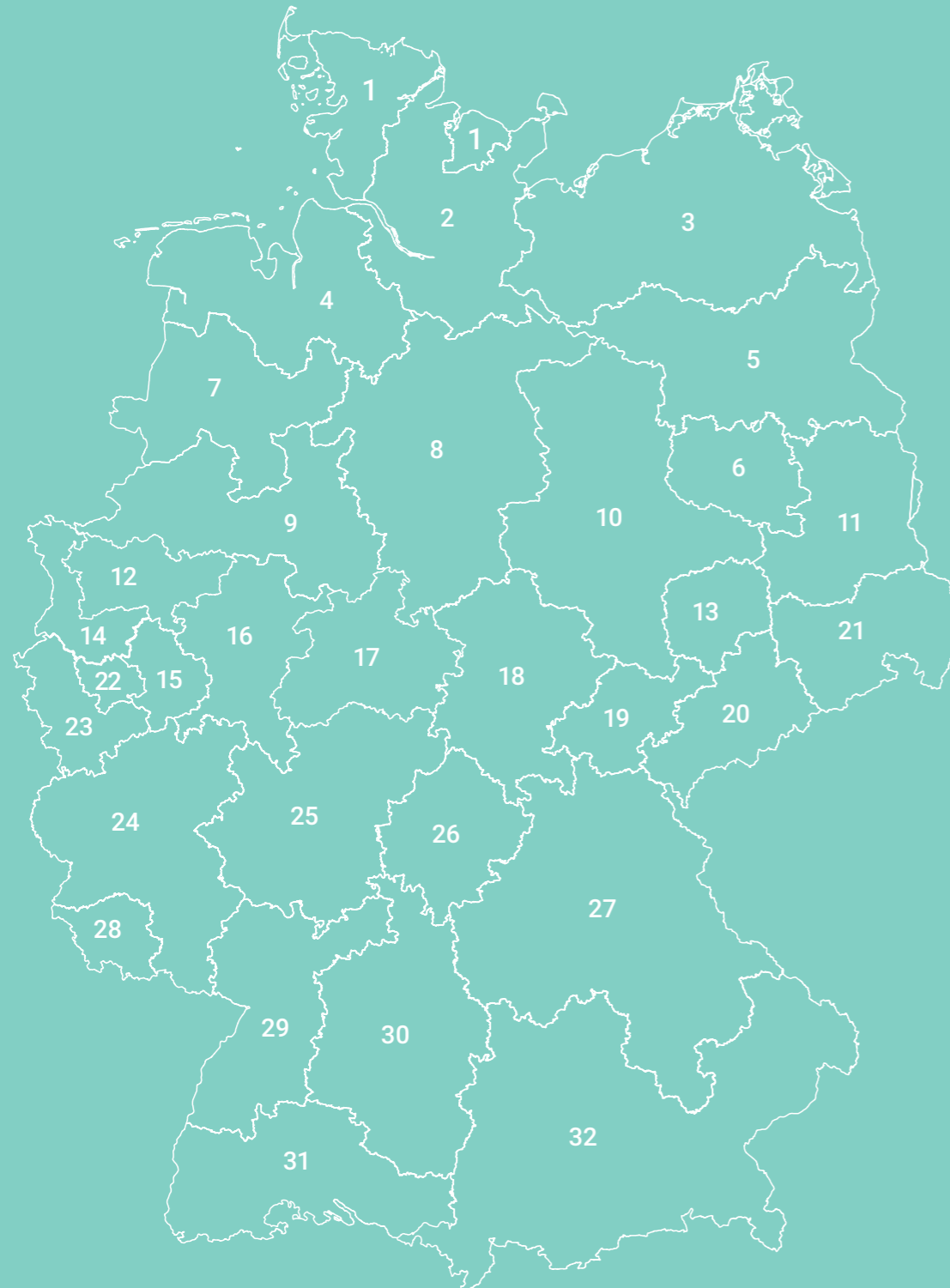
Each consulting firm in our network is thoroughly reviewed in a multi-stage certification process to determine its special qualifications and suitability in consulting for medium-sized companies. We contribute our knowledge and experience to topic-specific working groups in which we work together to continuously improve the quality of our consulting services.

[www.beratungsnetzwerkmittelstand.de](http://www.beratungsnetzwerkmittelstand.de)



# BVMW – strong regional networks

# Present throughout Germany



Our contact persons in BVMW's around 300 regional offices are at your service:

1	Schleswig-Holstein	17	North Hesse
2	Hamburg	18	Thuringia West
3	Mecklenburg-Western Pomerania	19	Thuringia East
4	Bremen/Oldenburg	20	Chemnitz
5	Berlin/Brandenburg North-East	21	Dresden
6	Berlin/Brandenburg South-West	22	Köln/Rhein-Erft district
7	Lower Saxony West	23	NRW Southwest
8	Hannover	24	Rheinland-Pfalz
9	Münsterland/East Westphalia-Lippe	25	Rhein-Main
10	Saxony-Anhalt	26	Mainfranken
11	Brandenburg South-East	27	Bavaria North
12	Ruhr Area	28	Saarland
13	Leipzig	29	North Baden-Rhein-Neckar
14	Düsseldorf	30	Württemberg
15	Southern NRW	31	Black Forest/Lake Constance
16	South Westphalia	32	Bavaria South

# Events

At more than 2,000 events a year, such as roadshows, workshops and seminars, entrepreneurs can meet interesting contacts, network and learn relevant beneficial news for their entrepreneurial goals with us every day. We impart knowledge and solutions to strengthen competitiveness. The topics are diverse and specifically tailored to the needs of local companies.

## A selection of regional events

- Apprentices in Mittelstand companies
- Business Slam – Tell your story
- Conflict management as a management issue
- The power of body language
- Effective recruiting on a small budget
- Customer service trade congress
- Health within the company
- Work-from-home challenges
- Interim management for Mittelstand companies
- Annual reception
- Competence Forum Mittelstand
- LinkedIn positioning for women
- Employee retention
- Succession experts in conversation
- Eastern Europe Congress
- Self-designed print advertising
- Quintessence leadership
- Resilience – the secret of inner strength
- Security in the digital world
- Day of the Future
- Urban mobility
- VIP reception
- Business meets politics
- Future Forum



Photo: © Dietrich Skrook



Photo: © codiarts

Image 1: Event "This is how Mittelstand works! Focus: Human Resources Development" in Frankfurt am Main.

Image 2: **Ralf Henkler** (left), BVMW Head of the Brandenburg South-East economic region, creates a regional showcase.

# Events



Photo: © BVMW/Marco Bühl



# Events



Photo: © BVMW/Peter Martini

Image 1 (p. 46): Business meeting and year-end event of the BVMW Southern Lower Saxony and awarding of the entrepreneur prize.

Image 2: The winners of the BVMW curling competition in Magdeburg's Hohefortepark in the Mark Fortress.

Image 3: Entrepreneurs having breakfast together at the Jenner-Alp.

Image 4: The hosts of the twelfth BVMW Mittelstandsball in Gotha with artists from the city's theatre club.



Photo: © Michaela Schmechtig



Photo: © Jacob Schröder

# Member testimonials

“We support BVMW with our membership to have a strong association representing the interests of Mittelstand businesses. And above all, we love the exchange between BVMW members in the region.”

**Danja Binek-Wolter**

Managing Director Pumpen Binek GmbH, Lehrte – Steinwedel (Lower Saxony)



“Mittelstand companies need reliable partners who have our backs and represent our interests with politicians at eye level. For many years, the BVMW has been doing this work, which offers courage and confidence in troubled times.”

**Stefan Reiber**

Chief Executive Officer Kemmler Electronic GmbH, Freiberg am Neckar (Baden-Württemberg)



“BVMW and its representatives are very important and very helpful players for us. Just one example is our company’s cooperation with the Spanish smart city Santander, which was made possible thanks to the mediation and support of BVMW in Mecklenburg-Vorpommern.”

**Ronny Jahnke**

Co-shareholder EURABUS GmbH, Berlin

“BVMW is a really great network. You meet interesting people at the large number of network events in what is usually a wonderful setting.”

**Grit Westermann**

Chairwoman of the Board PSD Bank Berlin-Brandenburg



“I always find the regular events in Berlin a success. Due to the competent and professional support, even after 17 years of membership, I still enjoy being in BVMW.”

**Werner Karst**

Managing Director GFS Steuer- und Wirtschaftsfachschule GmbH, Berlin

# Member testimonials



“The association gives small and medium-sized enterprises a voice in Berlin and represents our interests there. And personally, I always find the opportunities for exchange on site – in the Frankfurt am Main metropolitan region – at events excellent for refreshing or generating knowledge and for networking. I’m very happy to be a member here.”

**Bärbel Thomin-Schäfer**  
Shareholder/Managing Director abass GmbH, Langen (Hesse)

“As a member of BVMW, the focus is on exchanging experiences between exciting entrepreneurs. You always learn something new here and can grow together and thus strengthen the German Mittelstand.”

**Wilhelm Biketow**  
Owner Digital Expert Wilhelm Biketow, Nuremberg (Bavaria)



Photo: © Digital Experte Wilhelm Biketow, Waltraud Schober



“I like the events. They always have something that makes me progress, that I can implement well in my work. Thank you.”

**Waltraud Schober**  
Head of Sabel Akademie, Nuremberg (Bavaria)

“For us, BVMW with its diverse events offers an optimal platform in the regional network. For us, the exchange of information at all levels sets this network apart.”

**Frank Burgstedt**  
Authorized representative Tridelta Thermprozess GmbH, Hermsdorf (Thuringia)

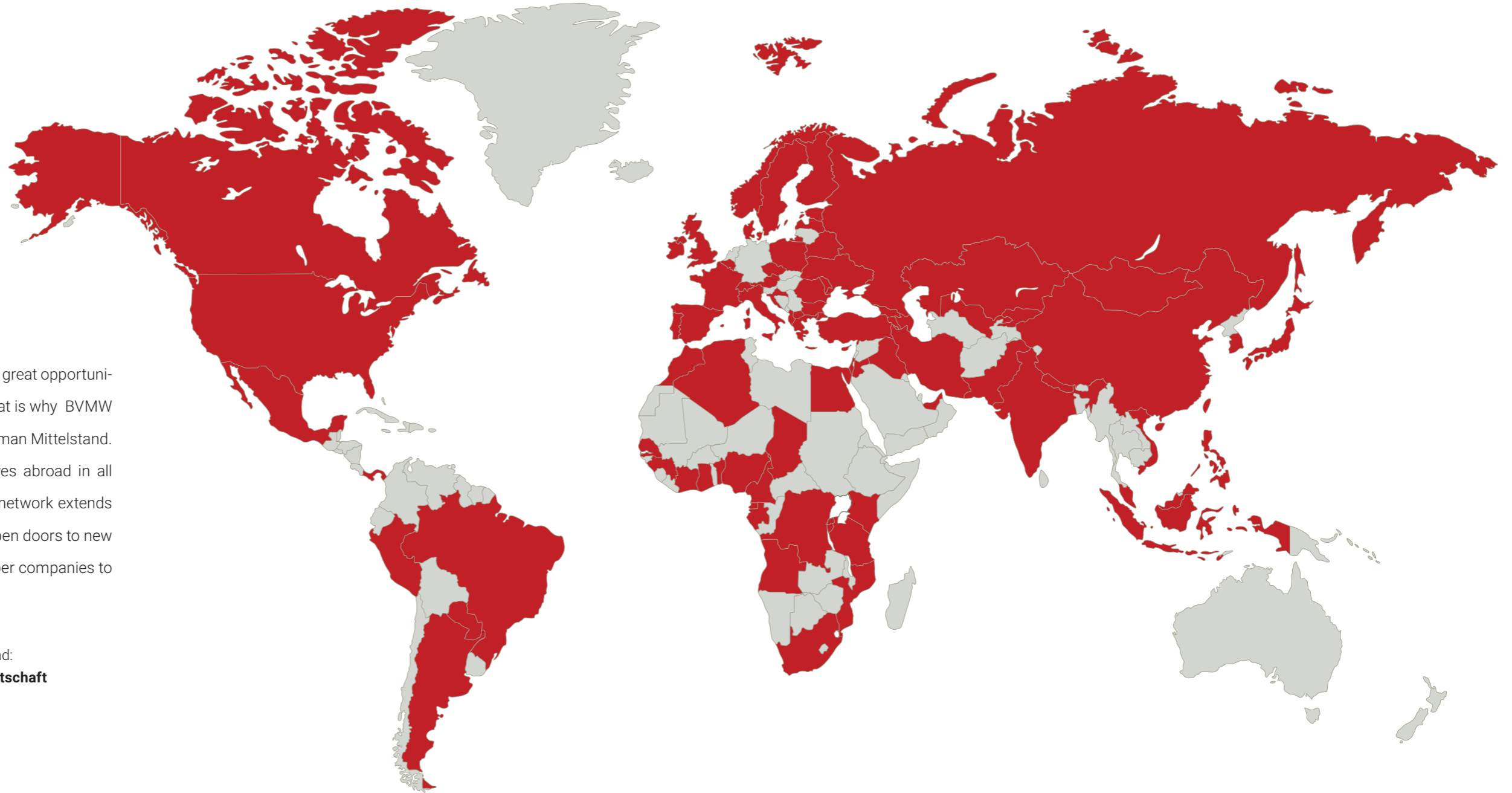


“I am a member because I benefit greatly from the excellent network and networking as an entrepreneur. For example, through contacts in the association, I was able to establish a subsidiary in Denmark.”

**Tanja Bremkes**  
Managing Partner DÜNA Befestigungstechnik GmbH; Meschede (NRW)

# BVMW – international connections

# Offices Abroad



The economy is global, and this is a great opportunity for the German Mittelstand. That is why BVMW is also active internationally for the German Mittelstand. The association has 75 Representatives abroad in all growth markets, and our international network extends to over 100 countries worldwide. We open doors to new business opportunities and help member companies to develop in foreign markets.

Brochure BVMW International for download:

[https://bvmw.info/broschüre\\_aussenwirtschaft](https://bvmw.info/broschüre_aussenwirtschaft)

# Committee for International Business

The Committee International Business is the voice of SMEs vis-à-vis foreign decision-makers as well as the contact point for specific questions of BVMW members. The strategic recommendations developed in the committee form the basis for the association's international orientation. The committee members – entrepreneurs with a high proportion of international business and branches abroad – meet three times a year to contribute their experience and to give weight to the demands, including those of our smaller members. Experts – including high-ranking representatives of the German Bundestag, the federal ministries, and the scientific and business communities – are invited to attend each meeting.

Within the committee, but also in cooperation with our partners and member companies, we work on relevant and acute topics of our time relating to foreign trade. We prepare position papers, write statements and organize round-table discussions to communicate our members' concerns directly to policymakers. The range of topics is diverse, in keeping with our cross-industry membership structure.

## Our expert topics:

- Digitalization
- Purchasing and procurement
- Professionals from abroad
- Financing (instruments, hedges, currency risks)
- Subsidies (EU, BMWk, BMZ)
- Trade agreements
- Supply chains
- Logistics, customs and certification
- Market development and export
- Outsourcing
- Shortage of raw materials and materials
- Economic sanctions

## International projects:

- German-Turkish skilled-workers project
- Recruiting skilled workers from Albania and organizing the job fair in Tirana
- Recruiting nurses from Thailand
- Recruiting IT professionals from India
- Support in finding skilled workers in Eastern European and Central Asian countries

Position papers and statements of the Committee International Business:

[https://bvmw.info/positionspapiere\\_aussenwirtschaft](https://bvmw.info/positionspapiere_aussenwirtschaft)



# Event Formats

## Mittelstand meets Diplomacy

BVMW is committed to a close exchange and stronger cooperation between business and diplomacy. BVMW is the only association in Germany to have established an exclusive event format “Mittelstand trifft Diplomatie” (Mittelstand meets Diplomacy), which facilitates direct dialogue between German Mittelstand and diplomatic missions with the Ambassadors at the top. BVMW is convinced that only through the expansion of cultural, political as well as academic cooperation can trade disputes among countries be resolved and fruitful cross-border trade relations expanded.

## International Business Forum

Since 2020, as part of its Annual Reception, BVMW has offered a unique opportunity for embassies based in Berlin to present their country at BVMW’s International Business Forum. The new format was successfully implemented in all but the pandemic years and met with a great response. This is where valuable contacts and potential partnerships for the future are made.

## Trade fairs and B2B talks

Networking is our passion. Within the scope of the trade fairs, BVMW organizes individual B2B talks for its members with foreign business partners. We accompany the German Mittelstand on its path abroad and, as a reliable and competent partner, support him establish contacts with business and politics.

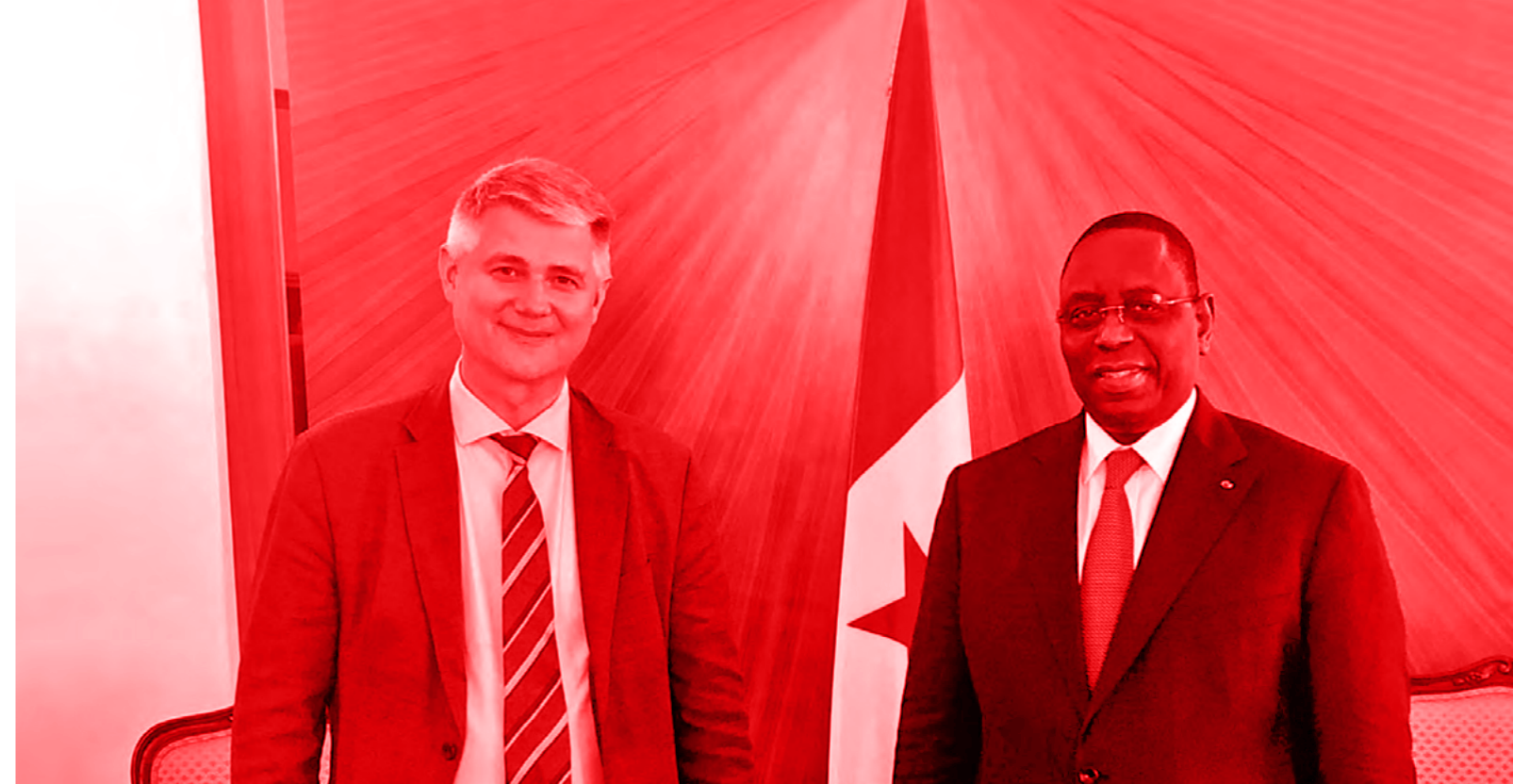
*International Business Forum as part of the BVMW Annual Reception.*

## Task Force Senegal

In cooperation with the Special Initiative on Training and Employment of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (German Society for International Cooperation – GIZ), BVMW launched the Task Force Senegal at the end of 2019. The cooperation aims to create new markets and production sites for Mittelstand companies, as well as support economic growth and employment in Senegal. Monthly information events are held, and delegation trips to Senegal are scheduled.

Contact: **Mor Diop:** mor.diop@bvmw.de and **Lena Pahlenberg:** business-scout@bvmw.de

*H.E. Macky Sall, President of the Republic of Senegal with  
Andreas Jahn (BVMW, Head of Policy and Foreign Trade).*



## Task Force Tunisia

Entrepreneurs are regularly informed about all important information on market entry and business opportunities in Tunisia as well as on suitable funding and financing instruments of German development cooperation. The Special Initiative Training and Employment also provides financial resources to support the preparation of developmentally effective project proposals by German and Tunisian SMEs with suitable instruments – including delegation trips and market studies.

Contact: **Hanna Hodel:** hanna.hodel@bvmw.de and **Lena Pahlenberg:** business-scout@bvmw.de

*Reception of the BVMW delegation by H.E. Neila Nouira  
Gongi, Tunisian Minister of Industry and Energy.*





# Mittelstand Alliance Africa

The Mittelstand Alliance Africa (Mittelstandsallianz Afrika) is the German-African entrepreneurial network of BVMW with a focus on Africa. Through a bundled range of services, we support:

- German companies that want to become economically active on the African continent.
- African companies or branches in Germany that want to strengthen their competitiveness on the national market
- African companies that want to tap into the German market; To this end, the Mittelstand Alliance Africa focuses primarily on the following topics: Water supply – Education and training – Digitalization – Energy – Financing – Health – Logistics

#### Membership in the Mittelstand Alliance Africa has many advantages:

- personal member support
- competence in developing African markets through our offices abroad in Africa
- national and international networking with high-ranking personalities in business, politics and diplomacy in Africa
- delegation trips to Africa
- monthly newsletter on Africa activities
- exclusive information on all important Africa issues, among others through the AfricaContact magazine

[https://bvmw.info/africa\\_contact](https://bvmw.info/africa_contact)

Contact: **Mor Diop:** mor.diop@bvmw.de and **Hanna Hodel:** hanna.hodel@bvmw.de



# Access to new markets with Business Scout for Development

Many partner countries of German development cooperation, especially in Africa, have great potential as a future sales market, an attractive production location or a reliable partner in global supply chains. The African continent with its growth markets plays an important role. Against this background, the „Business Scouts for Development“ programme was brought to life. It aims to provide an international contact structure for companies that are looking at new markets and want to get involved in development policy. On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the Business Scouts provide advice on cooperation offers and funding and financing opportunities of German Development Cooperation and support project implementation. Since the beginning of 2021, BVMW has again had a Business Scout at its side. Lena Pahlenberg advises BVMW members on setting up and expanding their development-oriented business in developing and emerging countries.

## Our offer to companies

- establishing and mediating contacts to local and international networks of German Development Cooperation (DC)
- advice on the selection of suitable funding, financing and cooperation offers from German DC
- support in developing project ideas, the application process and project implementation

**Get a free consultation: [business-scout@bvmw.de](mailto:business-scout@bvmw.de)**

## Legal Notice

### Publisher/Copyright:

The German Mittelstand. BVMW e.V.

### Address:

Bundeszentrale Potsdamer Straße 7  
10785 Berlin  
Tel.: 030 533206-0  
Fax: 030 533206-50  
[info@bvmw.de](mailto:info@bvmw.de)  
[www.bvmw.de](http://www.bvmw.de)

### Editing:

Friederike Pfann  
Thomas Lindemer

### Graphic design:

Thomas Lindemer

### Print:

Möller Pro Media GmbH, Berlin

### Cover image:

Copyright BVMW/DrHitch from stock.adobe.com

Reprinting – including extracts – is permitted provided the source is acknowledged

Updated: September 2023

Our Partners

