



Tailored Investment Promotion

Germany and the wider European market are a major source of Foreign Direct Investment (FDI). We provide FDI Promotion and Development services which generate qualified inward investment leads and tangible investment projects. Currently we represent and assist U.S. and German Federal States as well as European Metropolises for inbound and outbound business. See our comprehensive Client Portfolio on our website.

We are seeking strategic partnerships with Inward Investment Agencies from Central & Eastern Europe, Africa, Asia and the Americas. We cultivate long-term partnerships with selected clients, exclusive per global market region.

Key Services in FDI Promotion

- ✓ **Strategy development: definition of the ULP (Unique Local Proposition) and a marketing approach tailored to the client's needs**
- ✓ **Lead Generation, projects and tangible investments:**
- ✓ **Marketing campaigns, Direct marketing, Roadshows, Trade fair meetings, Press campaigns**
- ✓ **Investment seminars/participations in trade fairs and industry events (also as stand-alone-projects)**
- ✓ **Complete and thorough in-market representation in Germany & Europe**
- ✓ **Development of regional co-operations e.g. with selected German Federal States or other European regions**
- ✓ **Initiation of German/European trade missions and delegations to our client's destination**

AHP International serves Germany and the European market from its German Offices in Berlin & Heidelberg.



We can access an established network of local consulting and services Partners in second tier markets. Our multi-lingual team conducts business in English, German, French, Spanish, Italian, Polish, Turkish and Russian.

Germany & Europe



Your German Business Hub for Europe

AHP  INTERNATIONAL
www.ahp-international.com

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AHP International is one of Germany's leading providers of international business development services. We pride ourselves in liaising with both domestic and international clients in a truly global setting, offering a wealth of expertise and hands-on experience. We support German companies looking towards the global marketplace and we enable foreign companies to successfully enter and establish a base in Germany and other European markets.

Three key services for international clients interested in developing a local presence in Germany/wider European market are:

- ✓ **Corporate consulting in business & market development**
- ✓ **Public sector trade missions and trade fair projects**
- ✓ **FDI Promotion in Germany and selected European Markets**

Access the heart of Europe's Economy

AHP International covers all relevant and key markets within Europe (including Turkey) offering a vast knowledge of the economic and cultural characteristics of individual regions and locations. Approaching the European market in all its diversity can be a daunting task for even the most experienced and well-connected business. At AHP International we work to your company's individual requirements, enabling you to create your own European success story.

We are part of your team.



Corporate Business Development

We become an integral part of your sales team, leading your business development on the ground, in Europe. For more than two decades we have implemented successful sales operations across Germany and Europe delivering to the highest German Quality standard "Made in Germany".

We are doers, we are enablers: once the job is complete, we manage a seamless hand-over back to the client, to take-over the day-to-day business in an efficient and ready state. As soon as you are ready to tackle the next phase of your European market development, we are poised, ready to step back in.

Our Toolkit for your Market Success

- ✓ **Market Potential and Competition analysis, Due Diligence**
- ✓ **Market entry and strategy development**
- ✓ **Business Partner Search (distributors, client, experts)**
- ✓ **Qualification of business partners & clients**
- ✓ **Identifying M&A targets**
- ✓ **Setting-up a German/European sister company**
- ✓ **Recruitment of a Sales Team**
- ✓ **Interim management in the European operation**
- ✓ **Administrative compliance with local laws and standards**
- ✓ **Bridging the cultural gap between the Parent company and German/European operations**

See our website for more details on our projects and services:
www.ahp-international.com

Public Trade Services

AHP International is a leading service provider for trade promotion organisations targeting Europe. Export promotion agencies and trade associations from all over the world utilize our services to develop their export outputs, and to foster economic collaboration with Germany and Europe. Examples range from the delivery of tailored market briefings in the client's home territory to the provision of ongoing in-market customer care via a local trade promotion desk. Every year we deliver hundreds of "work orders" (including partner and client searches, due diligence checks, market research) to U.S. exporters on behalf of various American States.

AHP International's trade promotion services in Germany and Europe

- ✓ **Meet The Buyer / Matching events and general export promotion**
- ✓ **Collective trade fair participation including matchmaking and tailored programs outside the fair**
- ✓ **Sector specific trade missions or export promotion campaigns**
- ✓ **Governmental and administrative delegations with business development and business matchmaking**
- ✓ **Developing cluster and sector network co-operations with Germany and Europe**
- ✓ **Trade promotion desks: We are your German or European trade promotion office**
- ✓ **Designing and delivering integrated projects in trade and investment promotion**
- ✓ **Seminars and bespoke workshops on Germany and Europe in your home country**
- ✓ **Strategic advice on effective export promotion targeting Germany and Europe**

However you wish to do business with Germany and the wider European market – AHP International will provide a tailored approach based on practical experience and in-depth market knowledge. Do not hesitate to contact us to discuss the best approach for your organisation.

Let us lead your Trade Promotion Campaign in Germany & Europe!