



Welcome to Germany – Welcome to Europe!

Make the Best out of your Approach for the Economic Heart of Europe

AHP International – Your “Trade Office in a Box” or your organizer of “Public Trade Projects”

AHP International - The Company

AHP International is one of **Germany’s leading service providers in the field of international business development**. We pride ourselves in liaising with our international and national clients in a truly global setting and with a wealth of experience in developing businesses.

In addition to supporting German companies reaching out to the global market AHP International strives to **assist foreign and overseas businesses in entering and settling new markets in Germany and Europe**.

Our comprehensive services for international clients interested in developing their presence in the German and European markets are three-fold:

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



AHP International covers **all relevant and key markets within the European Union (including Switzerland, Norway and Turkey)** offering a vast knowledge of the economic and cultural characteristics of individual regions and locations.

We aim for a **holistic and market-oriented approach** in generating new business through employing a wide-ranging network of business partners all over the globe.

Market Development with AHP International - Access the heart of Europe's economy

Approaching the European or German market in all its diversity can be a daunting task for any experienced and well-connected enterprise. **At AHP International we recognize companies' individual requirements and help you create your own European or**





German success story. Our consultancy approach combines **efficiently targeted business development** for enterprises with the **expertise of numerous public trade projects**. We can help you grow your business and access the heart of Europe's economy!

What makes AHP International unique:

- Presence all over Germany
- Sector-specific expertise
- A wide-ranging European partner network

AHP International **helps overcome the barriers** and **works closely with its customers** to determine whether the European market - and the German market in particular - poses as a suitable target area for their businesses.

We pride ourselves in **applying the appropriate analyses tools for the appropriate needs** and subsequently defining the **most efficient strategic approach in entering the market**. However, success isn't defined by analyses only, therefore key emphasis lies on a hands-on implementation approach and delivering results.

AHP International **operates several German offices employing a number of highly-dedicated consultants and making use of a wide-ranging network of associates and strategic partners throughout the country and Europe**. A large number of international clients has made extensive use of our trade services and has partnered with us developing their commercial activities throughout Europe.

Public Trade Services at AHP International - Successfully connecting your campaign with the market

AHP International is one of Germany's leading private sector service providers in the field of trade promotion and offers **efficient solutions for the target market Europe or only Germany**. We have been **supporting European trade promotion agencies with their projects in Germany for a number of years** using our extensive expertise in business development for individual clients. We pride ourselves in having **a considerable and well-built network of business contacts at our disposal** - within our core focus market Germany as well as throughout Europe.

Trade promotion agencies, cluster organizations and trade associations from all over the world make use of our services to develop exports to and foster economic collaborations with Germany and Europe.

Our comprehensive services range from **tailored seminars in our client's home country to serving continuing trade desks**. One of the most elaborate projects we work on is the **authorized trade representation of the US State of Pennsylvania's Office of International Business Development**. Annually, we deliver approximately 200 "work orders" (including partner and client searches, background checks, market research) on behalf of the Commonwealth of Pennsylvania to businesses in Pennsylvania helping them entering and developing the German, Austrian, Swiss and Italian market for their purposes.

In whatever way you would like to connect your business with the German and European market - **we are happy to provide you with a tailored approach based on our**





experience and market knowledge. Please do not hesitate to contact us to discuss the best methodology and approach.

AHP International's trade promotion services in Germany and Europe

- Trade matchmaking 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 company 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 workshops** on Germany and Europe in your home country
- Strategic advice on effective export promotion targeting Germany and Europe**

Corporate Consulting at AHP International - Our expertise utilized for your company's European success

AHP International's **management consulting services for corporate customers extend beyond simple market entry approaches.**

We comprehensively **guide companies through all stages of the analysis, planning, implementation and controlling process** typically keeping the overall strategy in mind while pursuing all potential options.

Key questions for our corporate customers should be:

1. Is Germany/Europe a suitable target market for our business?

AHP International's analyses tools include:

- Market research
- Competition analysis
- Market potential analysis

2. Which approach is the most efficient to develop our business in the German/European market?

AHP International's planning tools include:

- Strategy development
- Sales, marketing & distribution considerations
- Market entry plan
- Interviews with potential business partners, clients & experts
- Identifying M&A targets

3. How is our market entry supported and implemented by AHP International?

AHP International's implementation tools include:

- Extensive search for business partners & key customers
- Mergers & acquisitions considerations: market-entry by takeover





- Setting-up a German sister company
- Recruitment of sales staff
- Part-time management in the German sister company
- Administrative coordination complying with the German law and standards
- Bridging the cultural gap between mother company and German staff
- Developing a client and contact database
- Customer satisfaction analysis
- Strategic controlling of the market development

While the **German market is naturally AHP International's chief focus**, we also **extend our in-depth knowledge and expertise to develop business in the whole of Europe**. We are your German business hub for Europe!

Proven Track Record in North America

State Representations and Cooperation:

- Authorized Trade & Investment Representative for the Commonwealth of Pennsylvania** since July 2010
 - ✓ serving **200 export related company requests from PA per year** in our territory with market scans, company background checks, pricing evaluation, market entry strategy, business partner search, development of key accounts, assistance to trade fairs, in-country appointments, etc.
 - ✓ serving PA companies with services going beyond the contents covered by the PA export promoting program within the **“Envoy” contract** with small scale M&A, choosing investment locations, setting up companies, personnel recruitment etc.
 - ✓ organizing **common booths** at different world leading trade shows in Germany since 2010
 - ✓ Supporting **Governor Tom Corbett’s mission** in March 2012
- International Export Development Representative European Union of the State of Tennessee** since January 2013 until February 2016
- Trade Representative for Germany, France, South of Europe, Austria, Switzerland, Turkey, Southeast and Central Europe, Poland, Baltic States of the State of Michigan** from April 2015 until July 2017
- Trade Representative for Germany of the State of Delaware** since July 2015 until June 2016
- Trade Representative for Europe except Benelux of the State of Wisconsin** since July 2015
- German Office of the Conference of Great Lakes & St. Lawrence Governors and Premiers** since April 2015

Selected Individual Projects Worldwide:

- Organization of **common booths** at the world leading medical technology fair **“Medica”** 2010-18 the world leading industry fair **“Hannovermesse”** 2010-15 and the construction machinery fair **BAUMA** 2013/2016/2019 and **matchmaking** for approx. 15 companies per year on behalf of **Office of International Business Development** in Pennsylvania





- ❑ **Matchmaking for companies of the aluminum sector** on behalf of the Canadian export supporting agency **SERDEX** at **“Aluminium” fair** in November 2012 and October 2014
- ❑ **Trade Mission on behalf of VirginiaExport** co-financed by STEP funding with companies of the defense and energy sectors to Germany and Poland in February 2013
- ❑ **Trade Mission on behalf of Michigan Economic Development Corporation** with companies from mixed sectors coming to Germany from June 8th to 14th 2013 with four days of matchmaking
- ❑ **Matchmaking for Michigan companies** on behalf of the **Michigan Economic Development Corporation** at **“Medica” fair** in November 2013 and 2014
- ❑ **Matchmaking** for precision engineering subcontractors from Singapore with German producers of medical technology at **“Compamed” fair** in November 2014 on behalf of **International Enterprise Singapore**
- ❑ **Governor’s Mission State of Michigan** (September 2015)
- ❑ **Governor’s Mission State of Delaware** (November 2015)
- ❑ **Trade Mission of the States of the Council of Great Lake Governors** (Illinois, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin) (March 2016)
- ❑ **Matchmaking at Hannover Fair 2016** for delegations from Michigan, Wisconsin and Mississippi (on behalf of Mississippi Development Authority)
- ❑ **Matchmaking for Canadian companies in the environmental technology sector** at IFAT show in May 2018 on behalf of the **Canadian Consulate General** in Düsseldorf
- ❑ **Trade Mission of the State of Wisconsin to Germany** (June 2018)
- ❑ **Matchmaking** on behalf of the **State of Ontario** at Medica in November 2018, for companies from the fintec sector at FinovateEurope in London in February 2019 and from the dental sector at IDS in March 2019

Selected Public Trade Customer References Worldwide:

Chamber of Commerce of the Eastern Netherlands, Enschede, The Netherlands
Chamber of Commerce and Industry of the Vietnam, Ho Chi Minh City, Vietnam
Chambre de Commerce Luxembourg, Luxembourg
German Development Agency (GIZ GmbH), Bonn, Germany
EVD / Agentschap NL, The Hague, Netherlands
Estonia Enterprise, Tallinn, Estonia
Federal Ministry of Economic Affairs and Energy, Berlin, Germany
Federal Office for Agriculture and Food (BLE) and **Federal Ministry of Food and Agriculture (BMEL)**, Berlin, Germany
FinPro, Helsinki, Finland
Global Affairs Canada, Canadian Consulates in Germany
Hong Kong Economic & Trade Office, Berlin, Germany
International Business Wales, Cardiff, United Kingdom
International Enterprise Singapore, Singapore
Malta Enterprise, Malta
Michigan Economic Development Corporation (MEDC), Lansing, USA
Mississippi Development Authority, Jackson, USA
NEVAT Dutch Association of the Supply Sector, Zoetermeer, Netherlands
Office of International Business Development, Commonwealth of Pennsylvania, Harrisburg PA, USA
Ontario Ministry of Economic Development, Job Creation and Trade, Toronto, Canada





Rimini Fiera SpA, Rimini, Italy
SERGEX, Alma, Canada

NRW.International of the State of North Rhine-Westphalia, Düsseldorf, Germany
Tennessee Department of Economic and Community Development, Nashville, USA

VirginiaExport, Richmond, USA

Wisconsin Economic Development Corporation, Madison, USA

Economic Development Agency of the State of Brandenburg (WFBB), Potsdam, Germany

How do your trade promotion projects benefit from working with us?

- AHP International has the **necessary knowledge, skills and experience** to provide professional trade promotion services.
- Serving hundreds of foreign companies since many years we are **used to work with foreign trade clients**.
- We have **suitable and experienced resources** available in our offices. We are not a one man band. We work in flexible teams with 15 full time employees.
- We operate a network of **experienced trade consultants all over Europe** and can provide a full service solution for Europe or only for Germany. Our project approach is to be a **business hub for Europe**.
- Our network of clients and contacts covers all of Germany and Europe delivers lots of **synergies to the benefit of our trade clients**.
- We have a **good understanding of the priority sectors** in the relevant target markets. Our reputation is one of a professional, dynamic and international service provider. We are known throughout Germany and Europe.
- We have a **long and proven track record in different high tech sectors**: health care, (renewable) energy, environmental technology, mechanical engineering, subcontracting and many more.
- We are able to offer a **budget with a high value for money**.
- We **will never enter a job with a conflict of interest** regarding existing clients and projects.

Proven Success!



“AHP Group has served as Pennsylvania’s authorized trade representative office since 2010, assisting our client companies to identify business partners and sales opportunities in Germany, Italy, Austria and Switzerland. In that time, they have successfully completed projects for hundreds of clients. The AHP team is proactive and dedicated to helping our clients succeed, and the quality of their work is outstanding. I recommend their services without qualification”.

Jen Black

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