



SUCCESSFUL ABROAD

THE FOREIGN TRADE SERVICES OFFERED BY THE STATE OF BAVARIA

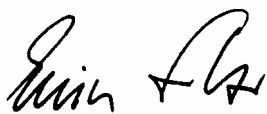
Bavarian trade and industry is strongly integrated into the global economy. Thanks to their wide range of imports and exports, direct investment activities and international corporations, Bavarian companies are important and successful partners in the world markets.

Exports are traditionally a motor driving the economy and an important pillar for Bavarian industry. They make a substantial contribution to economic growth in Bavaria as well as to securing Bavarian jobs. The services and products of Bavarian companies are sought after, all over the world, and the Bavarian economy is excellently placed in terms of global competition. Nearly one in every two euros is earned in Bavarian industry. The export share of Bavarian small and medium-sized companies has also risen sharply in the last few years and is now at just under 30%.

For Bavaria, foreign trade policy largely means an SME policy designed to compensate for the size-related disadvantages experienced by small and medium-sized enterprises. Our aim is to consolidate our position as an attractive and reliable partner of the global economy and to strengthen and further develop the international competitiveness of companies in Bavaria.

In order to achieve this goal, in the last few years the Bavarian State Government has developed a very practice-oriented support system tailored specifically to the requirements of small and medium-sized businesses. To this end, the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology cooperates very closely with the foreign trade departments of the chambers of commerce and industry, chambers of trades and crafts and associations as well as with Bayern International and Bayern Innovativ.

This brochure presents an overview of the foreign trade assistance and support services provided by the State of Bavaria to companies. We invite all companies in Bavaria to make intensive use of these services.



Erwin Huber
Bavarian Minister for Economic Affairs,
Infrastructure, Transport and Technology



Hans Spitzner
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Successful Abroad – Programs and Projects for Bavaria

Go International

Are you planning to take the first steps in international business?
Are you looking for advice and support?
Then why not do it with “Fit for Foreign Markets – Go International”!

This program assists small and medium-sized Bavarian enterprises that so far have not been active at all or only to a limited extent in international trade. It will help them to develop new marketing channels and to explore new markets.

The joint project of the Bavarian chambers of commerce and industry, the chambers of trades and crafts and of the Foreign Trade Center of Bavaria receives major support from the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology (Bavarian Ministry of Economic Affairs).

Bavarian companies are accompanied by former managers and entrepreneurs with many years of professional experience in international business to help them overcome the hurdles they will encounter on the path to successful business abroad. Together they assess the company’s export capability and develop an individualized internationalization plan. This plan lists all measures that are required for the company to operate successfully in the respective country.

The implementation of these internationalization measures can then be promoted. Eligible for support, no matter which sector and country is involved, are a wide range of criteria such as the development and expansion of an information infrastructure, a search for business partners, consultancy services, the production of advertising material or the translation of a homepage into another language.

The maximum support possible is 25%. Provided the means are available, companies may receive a grant of up to EURO 10,000 per year.

For further details about “Fit for Foreign Markets – Go International” contact your local chamber of commerce and industry, where you can also apply for a grant.

The addresses of all Bavarian chambers can be found at the end of this brochure in the chapter “Information and Counseling”. Further information for companies that want to start exporting is available online from the “Außenwirtschaftsportal Bayern” under www.auwi-bayern.de or under www.go-international.de.

Successful Abroad – Programs and Projects for Bavaria

Communal booths at Foreign Trade Fairs

Meet your customers - all over the world! Present your company, your products and your services at trade fairs!

Each year the Bavarian Trade Fair Participation Program - Bayerisches Messebeteiligungsprogramm - of the Bavarian Ministry of Economic Affairs offers participation in more than 50 trade fairs in promising markets abroad.

The Bavarian Trade Fair Participation Program facilitates entry into international markets for small and medium-sized Bavarian businesses enabling them to benefit from a joint trade fair representation at a favorable price and with little organizational effort.

The Bavarian Trade Fair Participation Program offers you:

- a booth ready for use
- an advantageous location
- an attractive booth design
- a modern communication infrastructure
- a broad information and network platform
- and the possibility of financial support.

You can obtain more detailed information about financial support from the Bavarian Ministry of Economic Affairs and the organization and dates of the Bavarian Trade Fair Participation Program from Bayern International. Bayern International, an enterprise of the Bavarian Ministry of Economic Affairs, arranges communal booths for Bavarian companies in cooperation with organizations from industry.

In addition to the Bavarian Trade Fair Participation Program, Bayern International also organizes participation in trade fairs in Western Europe without direct financial support.

Do you have a craftsman's business? Then your trade fair partner can also be Bayern Handwerk International. Together with other crafts and trade organizations, Bayern Handwerk International arranges participation for skilled tradesmen enterprises.

In the domain of agriculture there are special offers available for trade fair participation from the Bavarian Ministry for Agriculture and Forestry.

Joint presentations of innovative Bavarian technologies from industry and science are organized by Bayern Innovativ. This enterprise of the State of Bavaria for innovation and technology transfer primarily offers communal booths at leading international trade fairs in Germany.

For dates, venues and other details for all the above mentioned trade fair opportunities visit the event database of Bayern International at:
www.bayern-international.de/veranstaltungsdatenbank

The addresses of all foreign trade partners named here are listed at the end of this brochure under "Information and Counseling".

Successful Abroad – Programs and Projects for Bavaria

“Bavaria - Fit for Partnership” – International Coaching & Training

You want to be successful in international business through coaching & training? - Then you should make use of the “Bavaria – Fit for Partnership” program, and you can do this on the spot in Bavaria.

The aim of the international coaching & training program, initiated and funded by the Bavarian Ministry of Economic Affairs, is to familiarize foreign partners from industry and administration with innovative Bavarian products and services.

“Bavaria – Fit for Partnership” brings professionals and executives to Bavaria so that they can inform themselves about the current level of expertise in sectors such as public health, environmental technology or construction. To meet the needs of the foreign guests, individual continued education events are designed by Bayern International and selected advanced training experts.

Companies based in Bavaria can play an active part in shaping the event program, by presenting their products and services, establishing first contacts and extending existing connections.

For the current event offer and further information see the chapter “Bayern – Fit for Partnership” at:

www.bayern-international.de

The address of Bayern International can be found at the end of this brochure under “Information and Counseling.”

Successful Abroad – Programs and Projects for Bavaria

Projects for Opening up Markets

Are you seeking advice from experts for your project abroad and are looking for cooperation partners in the target country? Then why not find out about the cooperation and market-development projects of the AWZ?

The AWZ Außenwirtschaftszentrum Bayern (Foreign Trade Center of Bavaria), a joint facility of the Bavarian chambers of commerce and industry and Bavarian chambers of trades and crafts, offers a wide range of measures for promoting foreign trade. Along with congresses, business days and conferences, the service offered by the AWZ also includes matchmaking events and market-development projects. These are either cross-sectoral or specially tailored to sectors like IT, mechanical engineering and electronics, environmental technology or biotechnology. In these cooperation and market-development projects companies receive customized advice from experts on their opportunities and can build up contacts with potential business partners in the target country. The projects of the AWZ are supported by the Bavarian Ministry of Economic Affairs. Partners for the realization and implementation of the AWZ projects are the Bavarian Ministry of Economic Affairs, Bayern International, the German chambers of foreign trade, as well as associations and freelance experts.

For further information visit:

www.awz-bayern.de

www.auwi-bayern.de

You can also contact your local chamber or the AWZ directly. The addresses are listed at the end of this brochure under “Information and Counseling”.

Successful Abroad – Programs and Projects for Bavaria

Obtaining International Contracts

Do you also want to win public contracts outside Germany, but you do not know how to proceed? Then take advantage of the following offers:

Outside Germany as well, public contracts offer interesting business opportunities. Lucrative projects are available in the countries neighboring Germany and EU member states. But other Non-EU countries also have attractive contracts to offer that are financed from public funds. The most important investors and contractors outside the EU include the World Bank Group, regional development banks like the EBRD, the Inter-American or African Development Bank, the United Nations as well as such national credit institutions as the KfW Bank for Reconstruction in Germany.

Auftragsberatungszentrum Bayern e.V. (ABZ)

The Auftragsberatungszentrum Bayern (Bavarian Contractor Advisory Service) informs you about specific business opportunities in the field of international contracts. Through its C@TS – Computer @ided ?? Tender Services, it offers you the opportunity to obtain daily updates on current public projects from various German, European and international databases. The institutions responsible for the ABZ are the Bavarian chambers of commerce and industry, the Bavarian chambers of trades and crafts and the Munich Euro Info Center. The Bavarian Contractor Advisory Service is supported by the Bavarian Ministry of Economic Affairs.

Further information can be obtained at:

www.abz-bayern.de.

Business contacts with the World Bank Group and the IDB Inter-American Development Bank in Washington D.C.

Since the closure of the Bavarian liaison office in Washington D.C., the Liaison Office of the Representative of German Industry and Trade offers German companies assistance with establishing business contacts with the World Bank Group and the IDB Inter-American Development Bank as well as customized advice. The range of services offered covers the following fields:

- customized counseling of SMEs on tendering procedures, assistance with the preparation and submission of tender documents, the settlement of projects and mediation in projects in default and disputes
- matching of company profiles (upon request) with World Bank or IDB projects
- management and development of the competence database set up for development projects aimed at German companies
- organization and accompaniment of trade missions to the World Bank Group and to the IDB in consultation with the chambers and associations in Germany
- correspondence with the chambers of foreign trade in developing and emerging countries with the aim of making it easier for German companies interested in World Bank/IDB projects to establish contact with the implementing agencies.

This offer is intended as initial advice for companies interested in entering the market. For more detailed advice requiring additional time, a fee will be charged to cover the costs incurred.

The addresses of all listed foreign trade partners can be found at the end of this brochure in the Chapter "Information and Counseling" under "Obtaining international contracts".

Trade Missions and Industry Trips

Trade Missions

Political support in establishing key contacts

Political support can help you establish key contacts in your target markets. On the trade missions of the Bavarian Ministry of Economic Affairs, high-ranking representatives of the State of Bavaria can open a number of doors for the companies traveling with them.

This is an opportunity for small and medium-sized Bavarian businesses to explore foreign markets, establish first contacts or consolidate existing ones.

The trade missions of the Bavarian Ministry of Economic Affairs are organized in collaboration with Bayern International.

For detailed information about trade missions (approx. 15 a year) of the Bavarian Ministry of Economic Affairs visit:

www.aussenwirtschaft.bayern.de

and

www.bayern-international.de/veranstaltungsdatenbank

Industry Trips

Targeted search for the right cooperation partner

A well-organized industry trip can help you in your targeted search for the right contact or cooperation partner for the products or services you want to export. In cooperation with a qualified partner abroad, e.g. a chamber of foreign trade, Bayern International organizes sector-specific industry trips. Business contacts in the target region are identified prior to the trip and a specifically tailored program is organized to provide visits to trade fairs, meetings with associations and similar events

For information about dates, destinations and other details of industry trips currently being planned visit:

www.bayern-international.de

You will find the addresses of all listed foreign trade partners at the end of this brochure under "Information and Counseling".

Financial Aid by the LfA Förderbank Bayern

Are you in search of support at the state level to finance export transactions? Then we invite you to contact Bavaria's economic development bank, the LfA Förderbank Bayern (Bank for the Advancement of the Bavarian Economy).. In the foreign trade sector, it assists Bavarian companies with financial aid for foreign transactions and investments abroad.

Financial Assistance for Foreign Contracts

Indemnity bonds for guarantees (Guarantees)

Small and medium-sized commercial and industrial enterprises and members of the professions based in Bavaria are eligible for indemnity bonds

- for guarantees, which foreign clients require from the Bavarian company (including guarantees for bids, payments on account, supplies and services as well as similar guarantees),
- at a guarantee rate of up to 60%
- for a one-time handling fee of 0.5% of the amount of the indemnity bond, but not exceeding Euro 5,000,
- as well as a guarantee commission of 1% to 2% p.a. of the indemnity bond amount.

Guarantees for working capital loans to pre-finance foreign contracts

Small and medium-sized enterprises in industry and the professions based in Bavaria are eligible to receive guarantees

- for securing working capital loans required to pre-finance foreign contracts,
- at a guarantee rate of up to 50%
- for a commission of 2% p.a. of the guaranteed amount.

Financial support for foreign investment

Loans for foreign investments

Investments eligible for funding by low-interest loans include in particular

- buildings and real estate
- structural and mechanical equipment investments
- office and plant equipment
- business start-ups/shareholdings

Loans will be granted only for the purpose of

- enhancing the competitiveness of the Bavarian company (e.g. by opening up new markets) or
- securing the Bavarian location in the long term.

The loans are granted

- for a fixed term of 10 years. (If structural investments are predominate, the term can be extended to 15 or 20 years.)
- for up to 100% of the investment.

Guarantees for foreign investments

Investments eligible for support by means of guarantees include in particular

- buildings and real estate
- structural and mechanical equipment investments
- office and plant equipment
- business start-ups/shareholdings

Guarantees will be issued only for the purpose of

- enhancing the competitiveness of the Bavarian company(e.g. by opening up new markets) or
- securing the Bavarian location in the long term.

The guarantees are issued

- for a term of up to 15 years
- at a guarantee rate of up to 70%
- with a commission of 1% p.a. of the guaranteed amount.

For further information contact the LfA Förderbank Bayern in Munich. The address is provided at the end of this brochure in the Chapter "Information and Counseling" under "Financing and Insurance".

BAVARIAN REPRESENTATIVE OFFICES ABROAD

Are you looking for a competent, German-speaking contact in faraway countries? Are you looking for someone who can advise you in your target country and who can provide information and arrange valuable contacts?

The State of Bavaria has set up a worldwide network of representative offices abroad for exactly this purpose. Their task is to provide you with support in opening up new export markets or in developing marketing structures abroad. Apart from these services the representatives abroad are also engaged in Bavarian location marketing. They establish contacts with potential foreign investors and provide advice and support in collaboration with "Invest in Bavaria" within the Bavarian Ministry of Economic Affairs.

Bavarian representative offices are there to help you in: Brazil, Bulgaria, Canada, China, Croatia, Hungary, India, Japan, Mexico, Poland, Romania, Russia, Singapore, South Africa, Taiwan, Ukraine and the UAE and USA.

Brazil

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Fax: (+55-11) 5 51 81-70 13
eMail: bayern@ahkbrasil.com
Homepage: www.ahkbrasil.com/bayern

Bulgaria

Dr. Mitko Vassilev
State of Bavaria - Bulgaria Office
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Canada - Québec

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China

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Tel.: (+ 86-532) 86 67 17 96
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Croatia

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Zamenhoffova 2
10 000 Zagreb
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eMail: bayern@ahk.hr
Homepage: www.ahk.hr

Hungary

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State of Bavaria – Hungary Office
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Hungary
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Fax: (+36-1) 3 15-07 44
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Homepage: www.duihk.hu

India

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Tel.: (+91-80) 25 09-58 60
Fax: (+91-80) 25 09-58 62
eMail: john.kottayil@invest-in-bavaria.com
Homepage: www.invest-in-bavaria.com

Japan

Toshio Obata
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AIG Bldg. 14F
Marunouchi 1-1-3, Chiyoda-Ku,
Tokyo 100-0005
Japan
Tel.: (+81-3) 32 14-12 64 or -12 46
Fax: (+81-3) 32 87-01 36
eMail: bavariaj@cf.mbn.or.jp
Homepage: www.invest-in-bavaria.jp

Mexico

Dr. Wilhelm Boucsein
State of Bavaria - Mexico Office
c/o German- Mexican Chamber of Commerce and Industry
Centro Alemán - German Center
Av. Santa Fé 170, Piso 1, Oficina 4-10
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01210 México D.F.
México
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Fax: (+52-55) 15 00-59 10
eMail: bayern@ahkmexiko.com.mx
Homepage: www.camexa.com.mx

Poland

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c/o German-Polish Chamber of Commerce and Industry
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00-246 Warsaw
Poland
Tel.: (+ 48-22) 53 10-525
Fax: (+ 48-22) 53 10-666
eMail: hgf@ihk.pl
Homepage: www.ihk.pl

Romania

Dirk Rütze
State of Bavaria - Romania Office
c/o German-Romanian Chamber of Commerce and Industry
Str. Clucerului 35, et.2
011363 Bucaresti
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Tel.: (+40-21) 2 23 15-31 or -35
Fax: (+40-21) 2 23 15-38
eMail: ruetze.dirk@ahkrumaenien.ro
Homepage: www.ahkrumaenien.de

Russia

Dr. Michail Logwinow
State of Bavaria - Moscow Office
c/o Association of German Chambers of Commerce and Industry
1. Kasatschi per., 7
119017 Moscow
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Postal address:
c/o APK Worldwide Courier GmbH
Desenisstr. 54
D-22083 Hamburg
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Singapore

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South Africa

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Taiwan

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Homepage: www.bavaria-asia.com

Ukraine

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eMail: dihk@dihk.com.ua
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United Arab Emirates

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USA

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Dr Lucie Merkle

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Homepage: www.invest-in-bavaria.com

Representative Office of Bavarian Trades and Crafts:

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Günter Wagner
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eMail: m.tomanova@bh-international.cz
g.wagner@bh-international.cz
Homepage: www.bh-international.de

Contacts and Information

Foreign Trade online

In addition to the chambers and trade associations, the following Internet addresses provide a wide variety of up-to-date information on foreign trade:

www.bayern-international.de

Information about the Bavarian Trade Fair Participation Program, the Bayerisches Messebeteiligungsprogramm, on delegation trips/visits and trade missions, international coaching & training, Bavarian key technologies and a good deal more. The event database of Bayern International provides rapid access to foreign trade events of the Bavarian ministries, chambers and associations.

www.aussenwirtschaft.bayern.de

The Internet page of the foreign trade department in the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology.

www.invest-in-bavaria.de

The Internet site of the business development and location marketing unit in the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology.

www.auwi-bayern.de

The foreign trade portal of the Bavarian chambers of commerce and industry and chambers of trades and crafts, sponsored by the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology.

www.ixpos.de

The German foreign trade portal with more than 50 partners.

www.bfai.de

The Internet portal of the German Office for Foreign Trade, the Bundesagentur für Außenwirtschaft, a service agency of the Federal Ministry of Economics and Technology. (Information partially subject to payment)

Events and Congresses

Stay up-to-date!

Bavarian ministries, chambers and associations offer a large number of informational events. These open days, seminars, round tables or business matchmaking meetings provide assistance for Bavarian enterprises when it comes to entering international markets. Competent speakers from at home and abroad provide information about relevant economic facts, foreign markets and country-specific details.

Use these events as a source of information for exchanging experiences and building up personal contacts!

Topics, dates and locations of foreign trade events in Bavaria can be found in the event database of Bayern International under:
www.bayern-international.de/veranstaltungsdatenbank

Allianz Bayern Innovativ (Bavaria's Cluster Initiative)

With its two-pronged initiative 'Allianz Bayern Innovativ', the Bavarian Government is pursuing its successful policy of strengthening Bavaria as a top location for industry and research. As the first pillar, the cluster initiative aims to develop and boost state-wide networks between companies, universities, research establishments, but also service providers and investors, in 19 key sectors and fields of technology. The initiative's second, regional pillar is to support and enhance the endogenous development potential existing in the regions on cross-sectoral level.

Information on the individual clusters can be found in the Internet under:
www.AllianzBayernInnovativ.de

Euro Info Centers

Do you intend to sell, cooperate, invest or implement contracts in Europe? Your Euro Info Center will be pleased to advise you.

The EIC informs, advises and assists small and medium-sized enterprises in all fields of European business. The consulting agency also offers extended special knowledge on key issues such as opening up markets, handling contracts, public contracts, subsidies or EU law.

The Europe-wide network of EICs was established by the European Commission at the end of the 1980s mainly at chambers of commerce and industry but also with governmental industrial development corporations, associations, banks and private consulting firms. At present companies can make use of 300 EICs in 42 countries. The centers act as an interface between the European Commission and the regional level.

For information on current EU development programs, market development as well as Europe-wide bidding announcements, visit:
www.eic-muenchen.de
www.schwaben.ihk.de
www.lga.de/tuv/de/tc/index_euroinfocentre.shtml

Euro Info Centre der Industrie- und Handelskammer für München und Oberbayern

Euro Info Center of the Chamber of Commerce and Industry for Munich and Upper Bavaria:

Max-Joseph-Str. 2

D-80333 München

Tel.: (+49-89) 511 63 60

Fax: (+49-89) 511 66 15

eMail: info@eic-muenchen.de

Homepage: www.eic-muenchen.de

Euro Info Centre der Industrie- und Handelskammer Schwaben

Euro Info Center of Swabia Chamber of Commerce and Industry:

Stettenstr. 1+3

D-86150 Augsburg

Tel.: (+49-821) 31 62-375

Fax: (+49-821) 31 26-171

eMail: petra.volker@schwaben.ihk.de

Homepage: www.schwaben.ihk.de

Euro Info Centre LGA Training & Consulting GmbH

European Info Center of the Bavarian Testing and Certification Center:

Tillystr. 2

D-90431 Nürnberg

Tel.: (+49-911) 655-49 33

Fax: (+49-911) 655-49 35

eMail: edwin.schmitt@lga.de

Homepage: www.lga.de/tuv/de/tc/index_euroinfocentre.shtml

Contacts and Information

Information and Consulting

On the following pages you will find the contact addresses for all the topics covered in this brochure.

Ministries and Offices:

Bayerisches Staatsministerium für Wirtschaft, Infrastruktur, Verkehr und Technologie

Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology:

Prinzregentenstr. 28

D-80538 München

Tel.: (+49-89) 21 62-01

Fax: (+49-89) 21 62-27 60

eMail: aussenwirtschaft@stmwivt.bayern.de

Homepage: www.stmwivt.bayern.de

Bayerisches Staatsministerium für Umwelt, Gesundheit und Verbraucherschutz

Bavarian Ministry of the Environment, Public Health and Consumer Protection:

Rosenkavalierplatz 2

D-81925 München

Tel.: (+49-89) 92 14-00

Fax: (+49-89) 92 14-22 66

eMail: poststelle@stmugv.bayern.de

Homepage: www.stmugv.bayern.de

Bayerisches Staatsministerium für Landwirtschaft und Forsten

Bavarian Ministry of Agriculture and Forestry:

Ludwigstr. 2

D-80539 München

Tel.: (+49-89) 21 82-0

Fax: (+49-89) 21 82-26 77

eMail: poststelle@stmlf.bayern.de

Homepage: www.stmlf.bayern.de

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Federal Ministry of Economics and Technology:

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Förderberatung (Support advice):

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Bundesagentur für Außenwirtschaft (bfai)

German Office for Foreign Trade

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Center for Innovation and Technology Transfer:

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Foreign Trade Center of Bavaria

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Bayerischer Handwerkstag e.V.

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Handwerkskammer für Oberfranken

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eMail: info@hwk-schwaben.de

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LGAD - Landesverband Groß- und Außenhandel, Vertrieb und Dienstleistungen Bayern e. V.

Regional Association for Wholesale and Foreign Trade, Distribution and Services:

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VDMA - Verband Deutscher Maschinen- und Anlagenbau e.V.

Association of German Mechanical and Industrial Engineering

Landesverband Bayern - Bavarian Branch

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ZVEI - Zentralverband Elektrotechnik und Elektroindustrie e. V.

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04/2007