



Federal Ministry  
for Economic Affairs  
and Energy

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# Fit for Partnership with Germany

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*The Federal Economic Affairs Ministry's  
Manager Training Programme for managers of  
foreign companies*



# Fit for Partnership with Germany

The Manager Training Programme (MP) run by the Federal Ministry for Economic Affairs and Energy is an element of Germany's policies to promote foreign trade and investment.

Entitled "Fit for Partnership with Germany", it prepares managers from Asia, Eastern Europe, North Africa and Latin America to do business and cooperate with German companies – creating a win-win situation for all parties involved.

In total, more than 11,000 foreign companies that have the capacity to do business and invest abroad have participated in the programme so far, sending managers for training in Germany. Every year, 900 new companies join the programme. Several thousand German companies are also involved in the programme – most of them SMEs.



# A win-win situation

The Manager Training Programme is of great benefit to foreign and German companies alike. Managers participating in the programme learn how to do business with German managers.

They gain direct insights into the business practice of German companies and can put their newly acquired knowledge to use when negotiating cooperation agreements.

German companies benefit from making new contacts, which makes it easier for them to enter new markets. SMEs, in particular, use the programme to do market research or to build up sales and marketing structures. The programme also provides them with access to a network of business partners from all countries participating in the programme who might be interested in engaging in cooperation.

This leads to the creation of long-term cooperation between German and foreign companies – from importing and exporting goods and services to launching joint ventures. The business volume that is generated as a result of the programme largely exceeds the public funds invested by the German government.



The programme also helps to considerably improve the economic situation in the partner countries. Once participants who have completed the programme return to their home countries, they can use the expertise that they have acquired to diversify their company's product or services portfolios, use resources in a more efficient manner, optimize procurement processes and acquire international quality certificates. This helps many companies to raise their level of efficiency and makes them attractive and reliable trading partners for German companies.

## Skills and contacts

The Manager Training Programme run by the Federal Ministry for Economic Affairs and Energy teaches management and cooperation skills.

### Taking further training courses

Managers participating in the programme learn about the characteristics of the German business culture, improve the way they present themselves as business people, and brush up their negotiating techniques. Once they have completed their further training course, they are ready for doing business with German companies.

### Business practice

At the company visits, the managers talk to German executives about Cooperate Management, Human Resource Management and how to engage in international cooperation. By visiting successful German companies across a



wide number of sectors, the participants gain first-hand practical expertise and learn on site about state-of-the-art technology and equipment. They can deepen their existing management skills and benefit from the exchange of experience with their German counterparts.

## **Initiating business opportunities**

B2B meetings allow participants of the programme to present their company and their product portfolio. At these meetings, participants can build up contacts with potential German business partners and close business deals – on imports/exports, sales partnerships or joint ventures.

The programme is open for all German companies interested in participating and benefits all parties involved: Managers from foreign countries can find business partners in Germany, and German companies gain access to upcoming markets: a win-win situation.

# A partnership-based approach

The Manager Training Programme is based on partnership and is much sought-after by a wide number of countries. Bilateral agreements at high political level with countries from Eastern Europe, Asia, North Africa and Latin America serve as the basis for the cooperation.

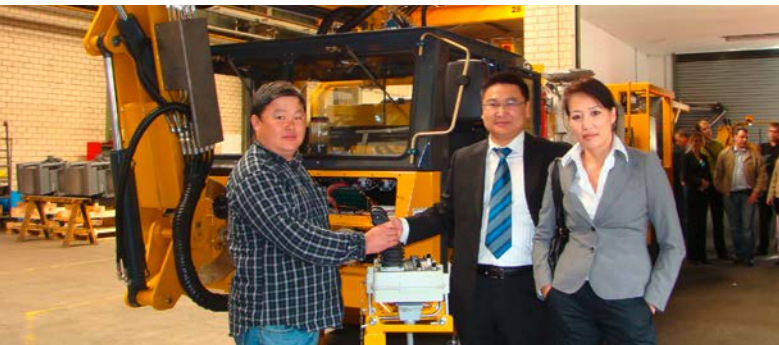
The Federal Ministry for Economic Affairs and Energy has commissioned the GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) as its agent to co-ordinate the programme. The programme is implemented decentrally in Germany by several business-oriented training centers, which have won a public sector tender.

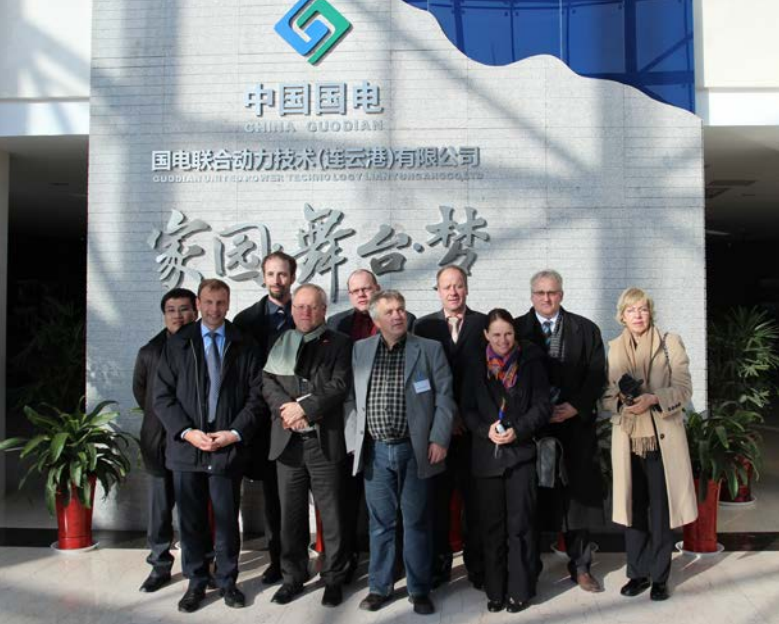
## Online networking platform

German companies and alumni of the programme can also engage in dialogue with one another via an online networking platform. Here, German companies can reach out to potential foreign business partners. Participants from abroad will be registered on the platform even before arriving in Germany so that it will be possible for business meetings to be set up in a short time frame.

For more information, go to:

[www.managerprogramm.de/kooperationsboerse](http://www.managerprogramm.de/kooperationsboerse)





## Fit for foreign markets

This complementary programme which is provided for German companies is implemented in cooperation with China, Russia and Mexico. Here, German managers will be invited by the government of a respective country to undergo a two-week further training course in a selected economic region within the three countries.

### **International network**

Managers who have successfully completed the Manager Training Programme usually maintain long-term relations with Germany. Every country has a national alumni association, where former participants of the programme can engage in dialogue and organize networking events with German companies – often in cooperation with the Germany's bilateral chambers of commerce. In addition to this, the alumni can serve as contact partners for the German managers.

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