# BUSINESS SUCCESS THROUGH CROSS-CULTURE THINKING





### **SERVICES & PROJECTS**

with a focus on international business development

COMPANY PROFILE

2024







sbsbusiness.eu









### **ABOUT US**

**SBS systems for business solutions GmbH** is a private consulting company for international business development with locations in Berlin, Munich, Rome and Bucharest.

All SBS offices are staffed with multilingual and professional employees who are experienced in dealing with intercultural work environments.

Since 1999, SBS has been successfully developing, designing, and implementing individual internationalization strategies for German medium-sized companies and advising them on their worldwide export activities. SBS is also specialized in the Italian and DACH markets and supports small and medium-sized German and Italian companies in the distribution of their products and services in these markets.

Since 2006, SBS has been a proven service provider of the German Federal Ministry of Economics and Climate Protection (BMWK) in various foreign trade promotion programs. In addition, SBS has been working for the Federal Ministry of Food and Agriculture (BMEL) since 2015. In total, SBS has been able to organize more than 300 projects worldwide for both ministries. An overview of current and already completed projects can be found on our project homepage at <a href="https://www.germantech.org">www.germantech.org</a>.

In 2017, the Italian office in Rome received the title "Temporary Export Manager" (TEM) from the Italian Ministry of Economic Development (MISE), which entitles SBS to develop export strategies for those Italian SMEs that have received grants from the Italian government to establish and expand their foreign business.

In Italy, SBS has also been supporting the members of "Servizi Confindustria Bergamo", the Italian business association of the Bergamo region since 2015, and the member companies of Camera di Commercio di Reggio Emilia, the Chamber of Commerce of the province of Reggio Emilia in Emilia-Romagna, in developing the German-speaking markets (DACH) since 2022.















### **IMPORTANT MILESTONES**

# Federal Ministry for Economic Affairs and Climate Action (BMWK), Germany

Since 2006 SBS has been working for the German Federal Ministry for Economic Affairs and Climate Action. We have successfully won tenders and subsequently organized projects in over 70 different countries on all 5 continents. The sectors we cover include, but are not limited to, the following:

- Automotive
- Civil and General Aviation
- Construction Industry
- Cosmetics and Detergents
- Healthcare, E-health, Pharmaceuticals,
- ICT, Software
- Industry 4.0, Automation
- Leisure and Sports Industry
- Mechanical Engineering
- Maritime Industry
- Railway technologies

- Robotics
- Security technologies, Cyber-security
- Smart mobility, E-mobility, Transport & Logistics
- Smart city
- Start-ups
- Textile Industry
- Waste Management & Recycling

#### Federal Office for Agriculture and Food (BLE), Germany

Since 2015, SBS has also been working for the German Federal Ministry of Food and Agriculture (BMEL). Here, SBS was initially awarded a contract for consulting, conception, and implementation of business trips for German SMEs until 2021. This accreditation was successfully renewed in 2021 so SBS is currently one of five approved service providers for the implementation of these global business trips and projects of the BMEL. From 2019-2021, accreditation was also granted for the organization and coordination of foreign institutional official trips to Germany.

#### **German Environment Agency (UBA), Germany**

In 2020, SBS has been awarded a contract by the Federal Environment Agency (UBA) for the preparation, implementation, and follow-up of the international virtual conference "5th European Resources Forum 2020" (ERF 2020), an event on climate protection, sustainability, and resource conservation. With almost 550 guests, 79 speakers, and 20 student reporters from over 50 countries, the conference was successfully held in November 2020.

In 2022, SBS has again been commissioned by the Federal Environment Agency (UBA) to support the organizational preparation, implementation, and follow-up of the 6th European Resources Forum.













### **6 REASONS TO CHOOSE SBS AS YOUR PARTNER**



# Multilingual Staff & Intercultural Consulting

All of our offices are staffed with multilingual and qualified professionals who are experienced in dealing with international work environments and provide expert and intercultural consulting services.



#### **Preliminary Target Market Analysis**

In order to provide you with the best possible assessment of your actual market entry opportunities, we conduct a detailed and preparatory target market analysis at the beginning of each project.



#### **Established Database**

We have a database with over 30,000 company contacts. This includes, among other data, many direct contacts of key decision-makers and multipliers in the Italian business community.



#### **Graphic Design**

We offer an internal graphic department, which supports you in the creation of communication materials, e.g. brochures, product catalogs, or your web presence.



#### **Individual Consulting**

Depending on the project goal, we develop an individual strategy for your company to open up the target market, create a target-oriented B2B meeting agenda with potential partners and customers, and offer you professional support with offers and negotiations.



#### Follow-up

Even after the project has been completed, we will continue to support you with follow-up activities of the newly acquired contacts and the consolidation of existing business relationships.















### **SBS BUSINESS GROUP**



#### **GERMANY**

SBS systems for business solutions **GmbH** is a consulting company specialized in the internationalization of companies, based in Munich and Berlin. Since 1999, SBS has been successfully developing, designing, and implementing individual internationalization strategies for Italian and German companies and institutions and advising them on their worldwide export activities. SBS is particularly specialized in the Italian market and supports companies and institutions from the D-A-CH region in selling their products and services on the Italian market.



#### **ITALY**

SB Solutions Scrl based in Rome, is a strategic internationalization consulting company. The office is staffed with highly experienced and professional personnel, capable of operating in multilingual and intercultural working environments. SB has been successfully developing, planning, and implementing international business events, workshops, B2B meetings, and individual strategies for small and medium-sized enterprises since 1999. SB is specialized in the German-speaking markets, supporting Italian companies in selling their products and services in these markets.



#### **ROMANIA**

#### Systems for Business Solutions SRL

is a consulting company based in Bucharest, specializing in the development, planning, and implementation of internationalization strategies. The office supports Romanian small and medium-sized enterprises entering the D-A-CH and Italian markets as well as German and Italian SMEs aiming to export their technology, knowhow, and services to the Romanian market. In doing so, Systems for Business Solutions SRL cooperates with the German and Italian subsidiaries at the planning and operational level.

**Business success through Cross-culture thinking** 







### **SBS BUSINESS PROJECTS**



# Export promotion on behalf of the BMWK

Since 2006, the SBS GmbH has been implementing export promotion projects on behalf of the German Federal Ministry of Economic Affairs and Climate Action (BMWK) and supports German SMEs in entering foreign markets worldwide. An overview of current, as well as already completed promotion projects, can be found on our project homepage at www.germantech.org



# Establishing international partnerships free of charge

The network aims to bring German companies together with foreign distribution partners or foreign start-ups and thereby offers support in establishing international cooperations.

Foreign distributors or start-ups that would like to cooperate with German companies or a German company that is looking for a sales partner abroad can join the international community and promote their products and technologies or their services for free.



# Export promotion on behalf of the BMEL

Since 2015, SBS GmbH has also been working for the German Federal Ministry of Food and Agriculture (BMEL).

Here, initially, until 2021, a contract was awarded for consulting, conception, and implementation of business trips for German SMEs on behalf of the BMEL. This accreditation was successfully renewed at the beginning of 2021 so SBS is currently one of five authorized service providers for the implementation of these global business trips and projects of the BMEL.















#### Individual business trips/Virtual meetings

Target group: Open to all companies

Target market: Italy, Romania, Germany (D), Austria (A), Switzerland (CH)

Objective: Individual business entry strategy

*Duration: 3-5 days* 

For individual companies, we can organize market entry strategies for the Italian, Romanian or D-A-CH markets. These market entry strategies include services such as personal market analysis, the creation of a company profile in German, Romanian or Italian (with graphics), and direct marketing activities. The goal is to organize a 3-5 day business trip (physical or virtual) with several B2B meetings with interested companies, institutions, buyers, and distributors, according to your personal target customer preferences. Translation services and follow-up activities are part of the strategy as well as accompanying/assisting you to/during the business meetings.

#### Trade fair agenda & support

Target group: Open to all companies

Target market: Italy, Romania, Germany (D), Austria (A), Switzerland (CH)

Objective: Fair support

Duration: Period of the fair + Follow up

For individual companies, we offer support around trade fair activities on the Italian, Romanian or D-A-CH market. This includes the creation of communication materials for the fair, as well as the creation of a database of suitable contacts and the corresponding organization of B2B meetings with these companies at the client's stand.

Accompaniment to the trade fair itself and linguistic support is also offered, as is the follow-up of trade fair contacts.













#### **BMWK-Business development trip**

Geschäftsanbahnung (GAB)

Target group: German companies

Target market: Worldwide

Objective: Entry into or expansion of foreign markets

Duration: 5 days

The project includes a company trip with a local presentation event where the participating German companies can present their products, technologies, and potential areas of cooperation to a target country audience and subsequently have contact discussions with foreign participants. In addition, group visits to the headquarters of potential business contacts allow the German companies to get an idea of the situation, expand their network and establish appropriate contacts. Other core elements of the project include the organization of one-on-one meetings (B2B) with potential business contacts on-site and the preparation of a comprehensive target market analysis. The focus is on the concrete initiation of business between domestic and foreign companies.

#### **BMWK-Market Exploration trip**

Markterkundungsreise (MEK)

Target group: German companies

Target market: Worldwide, emerging or developing economies Objective: Entry into emerging markets or market segments

Duration: 4-5 days

Market exploration trips focus on exploring business opportunities in difficult or new markets or market segments, often in emerging or developing economies. Local and German experts provide on-site information for market access, such s: political and legal framework conditions, market opportunities and market development, import regulations, norms, taxes, etc. In addition, contacts with local multipliers, authorities, public institutions, and business partners are provided, as well as technical visits to reference projects or companies organized. This module can be combined with a visit to a trade fair or other events.















#### **BMWK-Exhibition trip**

Leistungsschau (LES)

Target group: German companies

Target market: Worldwide

Objective: Expansion of foreign business

Duration: 4-5 days

The exhibition trip is a business trip with a symposium. It offers German companies the opportunity to present products, services, possible areas of cooperation, and examples of problem solutions to foreign trade visitors at a symposium in the target country. Experts also provide information on the capabilities of the respective industry in Germany. The aim is to show the entire value chain that German manufacturers can cover. Discussions between German and foreign participants as well as contacts with important players are part of the event. Object and reference visits as well as a project magazine in the national language round off the program.

#### **BMWK-Information Event**

Informationsveranstaltung (IFV)

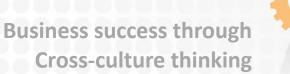
Target group: German companies

Target market: Worldwide (Event in Germany)

Objective: Information about new markets or new market segments

Duration: 1 day

These one-day information events in Germany are aimed at small and medium-sized enterprises (SMEs) that are interested in expanding their export activities or are looking for new markets or new market segments. Expert speakers from Germany or the target country give a first glimpse of the target market, providing general information on the economic relationship to Germany, political and legal framework conditions, concrete market situation and opportunities, trends, trading conditions, technical prerequisites and procedures.















#### BMWK-Information trip for buyers and multipliers

Informationsreise für Einkäufer\*innen und Multiplikatoren\*innen (IFR)

Target group: German companies

Target market: Worldwide (Event in Germany)

*Objective: Contact initiation* 

Duration: 3-4 days

This project is focused on an incoming delegation of foreign buyers and multipliers from the business and political sector to Germany. Their main goal is to receive information on the productive efficiency of German companies and to source new suppliers. This is accomplished by a combination of presentations and information events and company visits. The German companies can introduce their products and services free of charge, present reference projects, and establish contacts with actors from abroad.

#### **BMWK-Innovation tour**

*Innovationstour (IVT)* 

Target group: German companies

Target market: Worldwide (Event in Germany)

Objective: Know-how transfer, increase competitiveness

Duration: 3-5 days

The Innovation tour is designed to support German SMEs to get to know, understand, develop, and apply new technologies and innovative business models as well as modern methods and solutions on site in the global innovation centers for their own products and companies. The goal is the business field development of SMEs by integrating relevant innovative companies and organizations in global innovation centers. The module does not pursue the primary goal of supporting German SMEs in opening up new markets and selling their products and services. First and foremost, it should enable participants to transfer know-how in order to secure and expand their competitiveness.















#### **BMWK-Combined Module**

Kombiniertes Modul

Target group: German companies

Target market: Afrika

Objective: Opening up new markets in Africa

Duration: 8 months

Combined module of webinar, target market analysis, and individual consulting to support German companies in developing new markets in Africa. The strategic and regionally oriented approach pursues the objective of identifying investment potential for German companies in Africa as well as establishing, supporting, and accompanying business relationships.

#### **Network project**

Verbundprojekt (VP)

Target group: German companies

Target market: Worldwide

Objective: Successful entry into the target market and sustainable support

Duration: 2 years

The scope of the project is the implementation of a multi-year project to support companies in the strategic and successive development of a target market and the sustainable establishment of contacts and business relationships in this target market. The participating companies are to work together in a kind of network to strategically develop and successively open up a selected target market. The whole spectrum of foreign trade promotion is available to the "network projects"; in particular, various modules such as information events, business development trips, trade shows, information trips, and market explorations are to build strategically on one another as sub-projects of the network project.

#### **Covid-19 information**

If the particular coronavirus situation makes it necessary, the projects, events and business trips can also be implemented virtually. This takes place in the form of online group conferences or one-on-one meetings via audio and video channels. Personal contact is established visually via webcam.













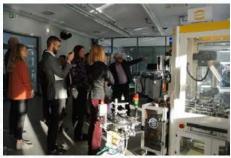
### **IMPRESSIONS OF SOME PROJECTS**



































### **TEAM**



Stefano Candia CEO and Founder



Marcos Maillmann CEO



Thomas Nytsch Senior Project Manager and Partner



Isabel Kotnyek
Projekt- & Business
Development Manager



Mihaela Nistorica Assistant Project Manager



**Federica Fabbri** Assistant Project Manager



Monica Di Benedetto
Project & Business Development



**Sylvia Krainer** *Project Assistant* 



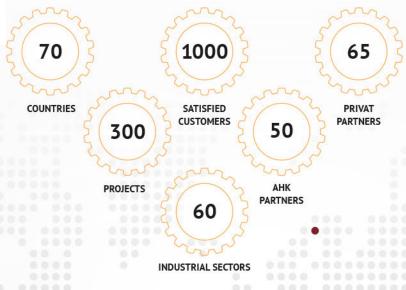
**Elzbieta Stepniak** *Graphic Designer* 

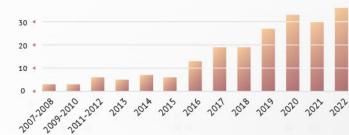


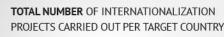
### 

## **IN NUMBERS**

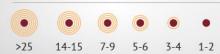








00000















# **INTERNATIONAL PROJECTS\* (2023)**



Project of AHK USA



Project of SBS



Project of AHK USA



Project of SBS



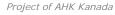
Project of AHK Eastern Africa

\*more projects in progress on https://germantech.org/network/



Project of SBS











Project of AHK Slowakei





Project of AHK Mexiko



Project of SBS





Project of AHK USA



Project of AHK Thailand









# **INTERNATIONAL PROJECTS**\* (2023)

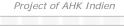


Project of SBS



Project of AHK Kanada







Project of AHK Indien



Project of AHK Portugal



sbsbusiness.eu







Project of SBS



Project of AHK USA



Project of AHK China



Project of AHK USA



















### **INTERNATIONAL PROJECTS (2022)**





Project of SBS



Project of AHK USA



November



Project of SBS







Project of AHK Indien



Portugal 2



Project of AHK Portugal

### Geschäftsanbahnung Bohntechnik Spanien<sup>©</sup> 21.-25.



Project of AHK Spanien





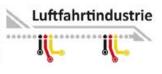
Project of AHK USA





Project of SBS





Project of AHK China





Project of AHK USA

### VERBUNDPROJEKT leichtba





Project of SBS







Project of SBS



Oktober



Project of AHK Kanada



Israel 2022





Project of SBS







Project of AHK USA









### **INTERNATIONAL PROJECTS (2022)**



Project of SBS





Project of AHK Brasil



Project of AHK USA





Project of AHK Kanada



Project of SBS



Project of AHK USA



Project of SBS



Project of SBS



Project of AHK Kanada



Project of AHK Thailand



















### REFERENCES\* MARKET ENTRY WORLDWIDE



























































































































































\*more references on https://germantech.org/network/











### **REFERENCES\* MARKET ENTRY WORLDWIDE**



























































































































<sup>\*</sup>more references on https://germantech.org/network/







# **INTERNATIONAL PROJECTS (Food & Agriculture)**





































# **INTERNATIONAL PROJECTS (Food & Agriculture)**













































# **WORLDWIDE PARTNERS (German Chambers of Commerce)**

AHK

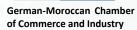


German-American Chamber of Commerce and Industry



German-Tunisian Chamber of Commerce and Industry







German-Philippine Chamber

AHK

of Commerce and Industry

German-Costa Rican

Industry

Chamber of Commerce and

German-Iranian Chamber of German-Chilean Chamber Commerce and Industry Commerce and Industry



German-Korean Chamber of Commerce and Industry



German-Australian Chamber of Industry and Commerce





German–Brazilian Chamber of Commerce and Industry

German-Bolivian Chamber of

Commerce and Industry



German-Thai Chamber of Commerce



Representative of the German Industry in Belarus



German-Malaysian Chamber of Commerce and Industry



German-Peruvian Chamber of Commerce and Industry



Indo-German Chamber of Commerce and Industry



German-Greek Chamber of Commerce and Industry



German Pakistan Chamber of Commerce & Industry



German Industry and Commerce Ltd. (Hong Kong)



German-Colombian Chamber of Commerce and Industry

German-Canadian Chamber

of Commerce and Industry



German-Singapore Chamber of Commerce and Industry



German-Chinese Chamber of Commerce and Industry



Delegate of German Industry and Commerce in Vietnam



German-Mexican Chamber of Commerce and Industry



German Trade Office Taipei "Taiwan"



German-Portuguese Chamber of Commerce and Industry



Delegate of German Industry in North Macedonia



German-Slovak Chamber of Industry and Commerce











### PARTNER, MULTIPLICATORS AND ASSOCIATIONS













































































































































\*more partners on <a href="https://germantech.org">https://germantech.org</a>











### **REFERENCES MARKET ENTRY D-A-CH**













































### **REFERENCES MARKET ENTRY D-A-CH**





































### **REFERENCES MARKET ENTRY D-A-CH**



































#### SBS systems for business solutions GmbH

T: +49 (0) 30 586199410 • info@sbs-business.com

Munich Am Moosfeld 13 81829 Munich Germany **Berlin**Budapester Straße 31
10787 Berlin
Germany

Rome Via Appia Nuova, 666 00179 Rome Italy Bucharest
Calea Vitan 17A
031281 Bucharest
Romania

sbsbusiness.eu germantech.org agrifoodble.de



BUSINESS SUCCESS THROUGH CROSS-CULTURE THINKING