YOU choose the target-country
WE export your business!

Services & projects with focus on international business development

Company profile
The dynamic consulting company with German-Italian roots
SBS systems for business solutions is a private enterprise, specialized in consulting and international project management. We apply cross-cultural thinking and custom-made solutions that overcome intercultural borders to find the right partners in the most emerging and attractive markets. Our legal office is in Munich, with two operative offices in Rome and Berlin. All the offices are equipped with multilingual personnel, project managers as well as marketing collaborators. We have worked in over 40 countries on all 5 continents, together with a team of reliable partners in each target market.

International Project Management
With our strong strategic position with offices in Berlin and Rome SBS has successfully been developing, planning and realizing international projects, workshops, events, and B2B-meetings as well as individual strategies for market entries since 1999, coordinating international teams and partners.

Experience
Since 2006 we have won and worked on more than 100 projects on behalf of the German Federal Ministry for Economic Affairs and Energy, the German Federal Ministry of Food and Agriculture, the Israeli Ministry for Industry, Trade and Labor, as well as the “German-French Initiative for Cross-border Construction”, mainly for SMEs.

Operative work
By addressing the right target companies via direct marketing our operators get in touch with decision makers and export managers. Our database currently contains more than 30,000 companies.

We are intercultural
We are a team of highly-skilled project managers with multinational backgrounds. Professionalism and a sensible approach and familiarity with cultural diversity, experience in handling and communicating within different cultures are important elements of our company philosophy.

Networking and Innovation
SBS has built up a network of companies, associations and political representations which has developed and expanded through years of cooperative work. We especially hold strong bonds with the German Chambers of Commerce in several countries throughout the world.

Consulting
We offer professional consulting regarding all business levels meeting the needs of our clients in finding adequate business partners in the target markets.
Our greatest achievements

**Federal Ministry for Economic Affairs and Energy (BMWi), Germany**
Since 2006 we have been working for the German Federal Ministry for Economic Affairs and Energy. We have successfully won tenders and subsequently organized projects in over 50 different countries on all 5 continents. The sectors we covered include, but are not limited to, the following:

- Civil and General Aviation
- Automotive
- Construction Industry
- Mechanical Engineering
- Maritime Industry
- Railway Technologies
- Smart Mobility, E-Mobility, Transport
- Logistics
- Healthcare, Pharmaceuticals, E-Health
- ICT, Software
- Industry 4.0, Automation, Robotics
- Security Technologies, Cyber-Security
- Textile Industry
- Leisure and Sports Industry
- Cosmetics and Cleaning Products

**Federal Office for Agriculture and Food (BLE), Germany**
Winner of two Framework Agreements
1) Organization of *outgoing* business trips for delegations of German SME in the agri-food sector. We are one of three officially accredited service providers for the continents: Africa; North America, Caribbean, Central and South America; Europe.
2) Organization of *incoming* inspection and information trips for representatives of foreign authorities to Germany. We are one of two officially accredited service providers.

In 2019, BLE extended our mandate until the end of 2021.
We have successfully been working for this Ministry since 2015, winning tenders for the markets Israel, South Africa, Mozambique, Zimbabwe, China, UAE, Lebanon, The Netherlands and Italy.

**Ministry of Economic Development (MISE), Italy**
Temporary Export Manager (TEM)
In late 2017 we have been awarded the title of TEM by the Italian Ministry of Economic Development. This entitles us to propose market entry strategies for Italian SMEs who have been awarded “Internationalization Vouchers”, funded by the Italian government, for any kind of export strategy.
Our services

Market Entry & Business Development
- Individual market analysis
- Market analysis for any sector
- Business partner search
- Organization of business meetings
- Intercultural support
- Personnel recruiting

International Project Management
- Complete project planning and realization
- Event management
- International networking
- Organization and realization of delegation trips
- Intercultural / international communication support
- Fair organization

Integrated marketing communications
- Direct marketing
- Web communication
- Graphic design and advertising
- Press work

Services of our partners
- Intercultural Training
- Legal advice and tax counseling worldwide
- International Personnel Development

sbs-business.com
german-tech.org is a business portal where you can find the most up-to-date information about international projects of the German Federal Ministry for Economic Affairs and Energy (BMWi), market opportunities and export possibilities for suppliers of products, technologies and services "Made in Germany".

tecnologietedesche.it is a business portal dedicated to the promotion of German companies and technologies in Italy, B2B events and business meetings.

agrifood.german-tech.org is a business portal dedicated to internationalization projects of the German Federal Ministry for Food and Agriculture (BMEL), tailored to German producers of agricultural products as well as to food and technologies producers.
With the support of

Federal Ministry for Economic Affairs and Energy

Federal Ministry of Food and Agriculture

Ministero dello Sviluppo Economico
Current Covid-19 information

Due to the current corona virus situation, the projects, events and business trips might take place in a virtual mode. This will come in the form of online conference group-calls or one-on-one conversations via audio and video channels. Personal contact is made visually via webcam. Several events and trips are currently already taking place virtually and the feedback so far has been very positive. As soon as traveling abroad is safe again, the business trips will resume their original form and individual b2b-meetings will be scheduled.

Individual Business Trips to Italy or the German-speaking countries (D-A-CH)
Personalized Market Entry (Italy or German-speaking countries, 3-5 days)

For single companies, we can organize market entry strategies for either the Italian or the German-speaking markets (D-A-CH: Germany, Austria, Switzerland). These market entry strategies include services such as personalized market analysis, the creation of a company profile in German or Italian (with graphics) and direct marketing activities. The goal is to organize a 3-5 days business trip with several b2b-meetings with interested companies, institutions, buyers, distributors, according to your personal target client preferences. Translation services and follow-up activities are part of the strategy as well as the accompaniment to the business meetings.
Export opportunities

Geschäftsanbahnung (GAB)
*Business development trip (worldwide, 3-5 days)*

The focus of this outgoing business trip is the concrete "matchmaking" between participants from Germany and players in the target market (individual b2b-meetings). Each German participant receives a meeting agenda with appointments with potential cooperation partners or customers according to their personal target client categories. The companies will also present their products or services to a specialist audience. Technical Visits to reference projects or companies complete the itinerary. In advance, the participants receive a detailed analysis of the target market and sector.

Einkäufer- und Informationsreisen (IFR)
*Buyer and information trip (Germany, 3-5 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 presentation 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 the actors from abroad.

Market research and analyses

We have conducted numerous studies on a wide variety of sectors and target countries. All studies are approximately 50-100 pages long and are written in German. We conduct market studies, reports and analyses for German Federal Ministries as well as for private clients. In addition to these detailed market studies, we also research and conduct:

- Shorter market information for public tenders
- Pre-market checks for individual companies to facilitate market entry opportunities
- Contract studies for private companies on their export opportunities and chances for various target countries
Informationsveranstaltung (IFV)
Information Event (Germany, 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, market opportunities, trends, trading conditions, technical prerequisites and procedures.

Markterkundung (MER)
Market Exploration trip (worldwide, 3-5 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 as: 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.
**Pilotprojekt (PIL)**

*Information Event in Germany + individual consulting*

This module consists of an one-day information event in Germany, 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. In addition, up to 100 companies can take advantage of individual consulting on topics such as investment advice, financing, business model development, the legal framework, customs issues or finding a sales partner. The offer of advice is valid for a period of 10 months within the project. This enables companies to strategically build up their business in the target market.

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**Innovationstour (IVT)**

*Innovationstour (worldwide, 3-5 days)*

The Innovationstour 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.
Leistungsschau

*Business Trip and Symposium (worldwide, 3-4 days)*

The Leistungsschau is a business trip with a symposium. The purpose is to present the productive efficiency of German companies in a specific industry sector and to enable the establishment of a business network in the target country. Information events, as well as object and reference visits (technical visits), complement the program.
Main Team

Stefano Candia  
CEO and founder, Rome

Marcos Maillmann  
CEO and founder, Rome

Thomas Nytsch  
Senior Project Manager, Berlin

Miriam Achenbach  
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IT Manager and Webmaster, Rome

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Business success through cross-culture thinking
Market Entry: German-speaking countries

Business Development for Italian companies,
Members of Confindustria Bergamo
Market Entry: Italy & German-speaking countries

Business Development for Italian and German-speaking countries

Business success through cross-cultural thinking
International Projects, food & beverage

**Geschäftsreise**
- **United States**
  - Project of SBS

**Markterkundung**
- **Bosnien und Herzegowina, Montenegro, Nordmazedonien**
  - 20.-24. April 2020
  - Project of SBS

**Geschäftsreise**
- **Gabun-Kongo**
  - 02.-06. Dezember 2019
  - Project of SBS

**Informationsveranstaltung**
- **Niederlande**
  - 04. 12. 2018
  - Project of SBS

**Geschäftsreise**
- **Schweden, Finnland**
  - 04. - 08. Mai 2020
  - Project of SBS

**Markterkundung**
- **Italien**
  - 02.-06. März 2020
  - Project of SBS

**Geschäftsreise**
- **Niederlande**
  - 04.-06. November 2019
  - Project of SBS

**Geschäftsreise**
- **ITALIEN**
  - 19. - 22. März 2018
  - Project of SBS

**Lebensmittel allgemein**
- **Obst und Gemüse**
- **Dolci & Snacks**
- Project of SBS

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Business success through cross-culture thinking

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International Projects, food & beverage

Geschäftsreise mit Marktstudie
VR.CHINA 30.10 - 03.11.2017

Project of SBS

Geschäftsreise VAE
07.-11. Mai 2017

Project of SBS

Market Exploration Trip
Israel 2017

Project of SBS

Geschäftsreise Libanon

Project of SBS

Markterkundungsreise Südafrika
2016

Project of SBS

Markterkundungsreise Simbabwe Mosambik
2016

Project of SBS

Exportförderprojekte
für deutsche Unternehmen
der Agrar- und Ernährungswirtschaft

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Business success through cross-culture thinking
International Projects, 2020

Innovationstour Singapore 2020
30.11.-04.12
Project of SBS

Project of SBS

Geschäftsanbahnung Brasilien 23.-27. November 2020
Project of AHK Rio de Janeiro

Geschäftsanbahnung Brasilien 19.-23. Oktober 2020
Project of SBS

Project of AHK USA-New York

Geschäftsanbahnung Taiwan 28. September 02. Oktober 2020
Project of Deutschen Wirtschaftsbüro Taipei (DWB)

Geschäftsanbahnung Kanada 21.-25. September 2020
Project of AHK Kanada

Business success through cross-culture thinking
International Projects, 2020

- **Geschäftsanbahnung Indien**, 07.-11. Sept. 2020
  - Start-Up Entrepreneurship: Fintech, Mobility, Logistics und GreenTec
  - Project of AHK Indien

  - Aus- und Weiterbildung
  - Project of AHK Vietnam

- **Informationsveranstaltung Indien**
  - Webinar
  - Project of SBS

- **Geschäftsanbahnung Taiwan**, 17.-21. Februar 2020
  - Kosmetik und Reinigungsmittel
  - Project of AHK Taiwan

- **Geschäftsanbahnung BELARUS**
  - Maschinen- und Anlagenbau: Metallerzeugung und -verarbeitung
  - Project of SBS

- **Geschäftsanbahnung Kolumbien**
  - Bauwirtschaft
  - Project of AHK Kolumbien

- **Geschäftsanbahnung Japan**
  - Industrie
  - Roboterik und Cyber Security
  - Project of AHK Japan

- **Geschäftsanbahnung Kolumbien**
  - Nahrungsmittelmaschinen und Verpackungsmaschinen: Fokus auf Digitalisierung
  - Project of AHK Colombia

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Business success through cross-culture thinking
Worldwide partners (German Chambers of Commerce)
**LARAIA International HR Development** is a German service provider based in Reutlingen and Rome. Operating worldwide, LARAIA offers individual services and solutions regarding any kind of HR development.

**Contax International s.a.s.** is an economic consultancy which offers legal as well as economic assistance for enterprises both domestically and abroad. Contax specializes in financial and tax law.
Some of our references

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Some of our references
International Past Projects, last 5 years

- **Geschäftsanbahnung Äthiopien** 2020
- **Geschäftsanbahnung Philippinen** 18.-22. Januar 2020
- **Geschäftsanbahnung Portugal** 25.-29. November 2019
- **Geschäftsanbahnung Japan** 11.-15. November 2019
- **Geschäftsanbahnung Kanada** 04.-06. November 2019
- **Geschäftsanbahnung Australien** 28.10.-01.11. 2019
- **Geschäftsanbahnung Mexiko** 21.-25. Oktober 2019
- **Geschäftsanbahnung Indien** 16.-20. Sept. 2019

- **Industrie Anlagenbau** Textmaschinen und Textilmaschinen
- **Maschinen- u. Anlagenbau** Textilmaschinen und Textilmaschinen
- **Transport und Verkehr** Textmaschinen und Textilmaschinen
- **Industrie** Automobilgewerbe
- **Industrie** Textilmaschinen und Textilmaschinen
- **Industrie** Textilmaschinen und Textilmaschinen
- **Industrie** Textilmaschinen und Textilmaschinen
- **Industrie** Textilmaschinen und Textilmaschinen

- **Informationsveranstaltung Bulgarien** Dresden - 16. Januar 2020
- **Informationsreise Portugal** Smart Home - 11.-15. November 2019
- **Informationsreise Japan** 09.-13. Sept. 2019
- **Informationsveranstaltung Chile** 22. Mai 2019
- **Informationsveranstaltung Griechenland** 1. - 4. April 2019

- **Geschäftsanbahnung Thailand** 11.-15. November 2019
- **Geschäftsanbahnung Pakistan** 11.-15. November 2019
- **Geschäftsanbahnung Griechenland** 11.-15. November 2019
- **Geschäftsanbahnung Griechenland** 01.-04. November 2019
- **Geschäftsanbahnung Griechenland** 24.-28. Juni 2019
- **Geschäftsanbahnung Griechenland** 6.-10. Mai 2019

- **Project of AHK Austria**
- **Project of AHK Canada**
- **Project of AHK Japan**
- **Project of AHK Portugal**
- **Project of AHK Brazil**
- **Project of AHK Greece**
- **Project of AHK SBS**
- **Project of AHK Thailand**
- **Project of AHK Vietnam**
- **Project of AHK North Macedonia**
- **Project of AHK USA (New York)**

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Business success through cross-culture thinking
International Past Projects, last 5 years

Project of SBS

Project of SBS

Project of AHK Philippines

Project of AHK Colombia

Project of AHK Atlanta

Project of AHK China

Project of AHK Canada

Project of AHK India

Project of AHK China

Project of AHK Canada

Project of AHK USA

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