

The top of the page features a dark blue banner with a background image of the Rhode Island state flag and the German national flag waving against a clear blue sky. The Rhode Island flag is on the left, and the German flag is on the right.

**RHODE  
ISLAND**



Bryant University  
THE JOHN H. CHAFEE CENTER  
FOR INTERNATIONAL BUSINESS

# TRADE MISSION TO GERMANY

# GAIN ACCESS TO THE GERMAN MARKET

**If travel is not possible in September due to COVID-19 restrictions, or you simply prefer not to travel, PM&P will schedule a virtual, customized trade mission for your company. Conference calls will be arranged with potential German partners. This will be a turn-key solution with PM&P scheduling the calls, providing briefings before the calls, and post-teleconference support.**

## The German Market Overview

The United States and Germany enjoy a long-lasting and solid trading relationship that supports millions of jobs in each country. Two-way trade in goods and services totaled nearly \$195 billion in 2018. With 27% of EU-U.S. trade volume, Germany is and remains the most important, and largest, U.S. trading partner in the EU.

U.S. exports to Germany were worth \$73 billion in 2018, an increase of approximately 4 percent compared with 2017. For the majority of all U.S. States – including Rhode Island – Germany is among the top 10 export destinations.

Whether your company is a first-time or seasoned exporter, Germany should be a key component of your company's export growth strategy. Due to its central location and diversification in industries, Germany represents a major opportunity for doing business in the EU.

## Leading Sectors for U.S. Export

- Advanced Manufacturing
- Aerospace
- Agricultural Technology and Equipment
- Chemicals
- Defense
- Electronics
- Food
- Health care
- Information Communications Technology
- Life sciences
- Pharmaceutical
- Security
- Travel and Tourism

## PM&Partner (PM&P)

PM&P is a marketing consulting and market research company founded in 1974. PM&P was one of the first consulting companies in Europe that specialized in economic and trade development. With 45 years of assisting economic development organizations, PM&P's export assistance services have proven to be an important and effective asset for US small to mid-sized enterprises entering the German market.



**POSTPONED TO WEEK OF SEPTEMBER 14, 2020**



## TRADE MISSION TO GERMANY

### Cost:

\$750 Mission Administration fee covers networking events, breakfast briefings, pre-departure briefings and webinars (\$250 for each additional attendee).

### PM&P Services:

\$7,500 for a full package of services including comprehensive market research, matchmaking, and a German trade speaking professional who will accompany you to your business meetings. Appointments will be scheduled in the cities that have the most demand for your products. Significant reimbursement may be available through the STEP Program for eligible R.I. companies. Inquire with Commerce R.I. or the Chafee Center.

### Contact:

Katherine Therieau  
Director, International Trade Programs  
Rhode Island Commerce Corporation,  
315 Iron Horse Way, Suite 101,  
Providence, RI 02908  
401.278.9100 x139  
Katherine.therieau@commerceri.com

Funded in part through  
a grant with the  
U.S. Small Business  
Administration



### Mission Benefits

#### Pre-market Assessment

Evaluation of companies' products and services to determine marketability; review of company readiness to enter market.

#### Customized One-On-One Business Appointments

Individual, pre-screened business appointments matching your specific goals and objectives for the German market.

#### Market Research

In-country market research presented by PM&P industry specialists.

#### In-Country Promotional Campaign

Marketing and promotional campaigns promote your products and services in the German market.

#### Reception & Networking Events

Receptions with local business leaders, industry associations, chambers, dignitaries and potential business partners.

#### In-country Transportation & Logistical Support

Help with hotel arrangements, in-country group transportation, airport pick-ups and drop-offs, optional tours, etc.

#### Briefings & Educational Events

Pre-departure briefings on current economic and political conditions, as well as cultural and social practices from local trade specialists and U.S. Commercial Service staff. Also, in-country breakfast briefings by local trade specialists.



Bryant University

THE JOHN H. CHAFEE CENTER  
FOR INTERNATIONAL BUSINESS



**POSTPONED TO WEEK OF SEPTEMBER 14, 2020**