

Bavaria International

MUNICH - The business world is becoming more and more international. "Bayern International" supports Bavaria's small and medium-sized businesses to be successful in this environment. Hans-Joachim Heusler, former managing director of this agency of the Free State of Bavaria, was a speaker at the Maximilianeum Round Table of the OstWestWirtschaftsForum Bayern.

"Bayern International" was created under Edmund Stoiber with the aim of opening up new export markets for Bavarian SMEs. From today's perspective a complete success", said Eberhard Sinner, former Minister of State and President of the OWWF. "Bavaria was well advised at the time to be open to the world," he added.

"Bayern International - Bayerische Gesellschaft für Internationale Wirtschaftsbeziehungen mbH" is the full name of the Munich-based company founded in 1995. "The most important fields of activity are the organization of the trade fair presence of the Free State of Bavaria, the organization of delegation trips and the Invest in Bavaria department," explains Hans-Joachim Heusler. Before his tenure as Managing Director of Bayern International, he worked for the Bavarian Ministry of Economic Affairs. A central component of the international network are the numerous country managers who maintain contact between Bavaria and the regions all over the world and who, thanks to their extensive knowledge of the local market situations, are an important source of information for companies wishing to internationalize their business model.

"The delegation trips with representatives from business and politics are excellent opportunities for networking - also among each other," explains Heusler. In contrast to other delegations, participants and discussion partners are not selected on an industry-specific basis, but on a topic-specific basis. According to Heusler, this significantly increases the probability that contacts will be established within the framework of such trips that can result in concrete business relationships.

Heusler also describes the trade fair stand of the Free State of Bavaria as another important component. This offers medium-sized companies the opportunity to be represented at international trade fairs at a reasonable cost. "The classic trade fair stand with presentations and extensive exhibition space is no longer in demand here - a point of contact for trade fair visitors is much more important in order to make contact with company representatives and hold discussions," says Heusler.

With "Invest in Bavaria", Bayern International is also working to get investors and companies interested in Bavaria as a business location. "It's about internationalization in both directions - about Bavarian medium-sized companies that want to go abroad and about foreign companies that have an interest in economic exchange and presence in Bavaria," Heusler sums up the work of Bayern International.

In his lecture, he focused on the opportunities for Bavarian companies supported by Bayern International GmbH in the internationalization of their business activities - probably the most interesting aspect for the participants of the OWWF's Maximilianeum Round Table from politics and business.