

NRW.Global Business

Invest in NRW
– expand worldwide



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NRW.Global Business

Strong partner for your success – in NRW and worldwide

You are successful in North Rhine-Westphalia (NRW) and now want to take off abroad? Or would you like to invest here – in Germany's leading business location? Whether in NRW or worldwide: NRW.Global Business is the right partner for your economic success.

One agency – numerous areas of expertise

As the Trade & Investment Agency of the State of North Rhine-Westphalia, we combine in-depth local knowledge with a global orientation. We support companies with investment projects and settlements in North Rhine-Westphalia, while at the same time keeping an eye on global growth markets: If you want to develop new markets with your business from NRW, you have come to the right place.

Experts on countries and industries

Every industry has very different requirements, and every country has different framework conditions. Our team of nearly 100 employees specializes in your individual requirements and will be happy to advise you – both here in North Rhine-Westphalia and at our locations around the world.

Now globally networked

From the U.S. and the U.K. to Japan and China: In addition to our headquarters in Düsseldorf, we have numerous international offices in important markets around the globe – and our network is growing constantly.

Closely connected with NRW for many years

NRW.Global Business possesses decades of know-how and a strong, regional network. As a state-owned foreign trade promotion agency, we work closely with local and regional economic development agencies in the state, the state government of North Rhine-Westphalia, as well as with chambers of industry and commerce, chambers of trade, clusters, state initiatives companies, associations and other business-related organizations.



Nordrhein-Westfalen

Dynamic business location in the center of Europe

As Germany's leading economic region, North Rhine-Westphalia (NRW) offers companies optimal conditions to grow both locally and globally. Centrally located in the heart of Europe, major national and international transport routes converge here. The most populous of the 16 German states has very high purchasing power and is considered to be one of the largest sales and procurement markets in Europe. Large listed companies feel just as much at home here as highly specialized family-owned SMEs and creative start-ups – and over 20,000 international players.

Innovative strength meets cosmopolitanism and cultural diversity

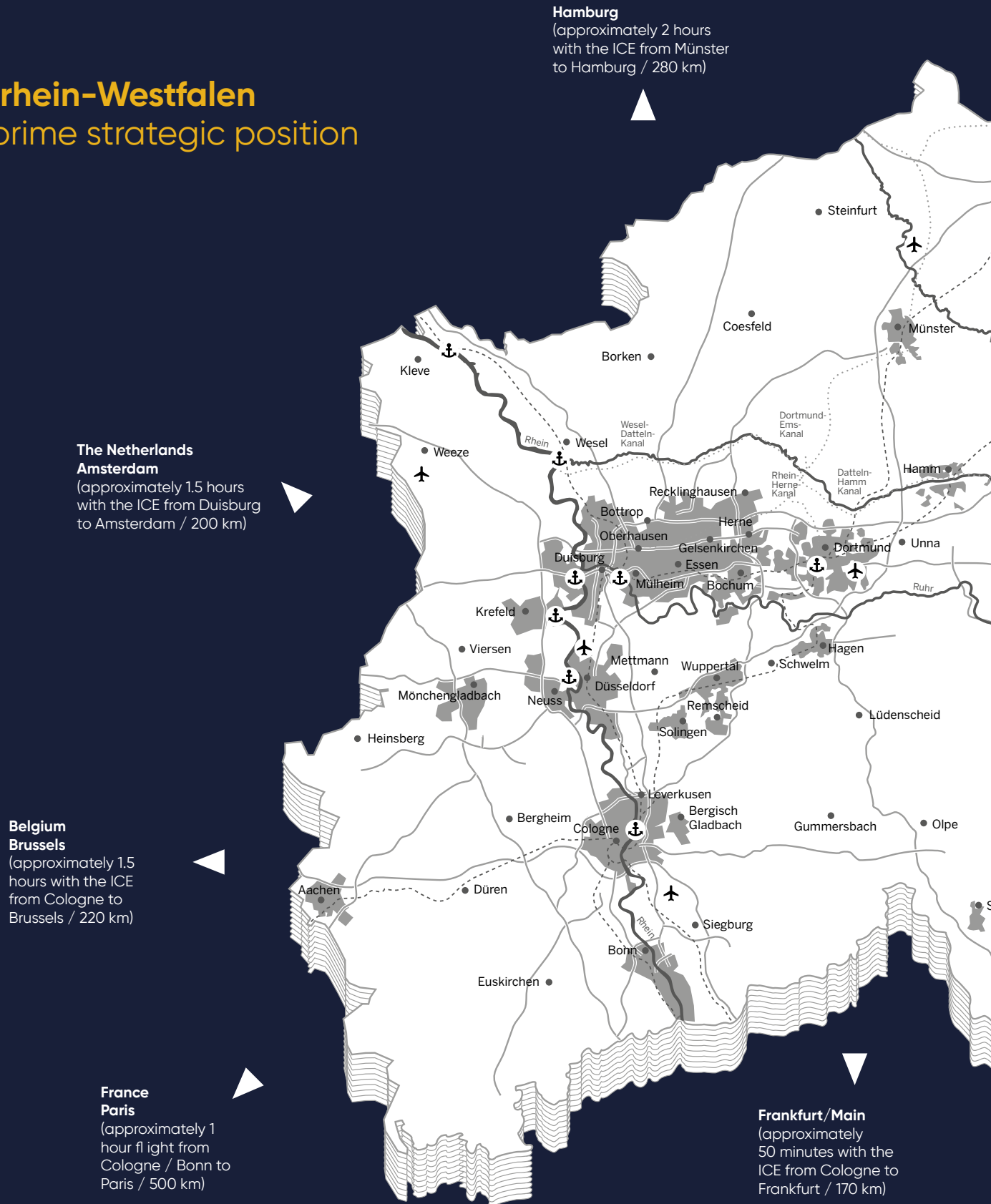
The state's excellent universities produce highly qualified specialists and serve as an important innovation driver. Young and established companies – flanked by a broad research landscape – are pressing ahead with future topics such as digitization or the energy transition and enriching the market with new business models, services and products. Living and working in NRW is characterized by an open-minded, cosmopolitan attitude and a colorful flair, with numerous communities from all over the world. They all appreciate not only the vibrant economic activity, but also the excellent quality of life in NRW with its varied cities and landscapes, six UNESCO World Heritage sites, and a wide range of cultural and leisure offerings.

Facts and figures (2020)

Area	34,112 km ²
Population	17.9 Mio.
Population density	526 inhabitants per km ²
Employed persons	9.6 Mio.
GDP	€ 697 billion
Imports	€ 221.6 billion
Exports	€ 176.2 billion



Nordrhein-Westfalen in a prime strategic position





Poland
Warsaw
(approximately 1.5 hour flight from
Dortmund to Warsaw / 1,000 km)

Berlin
(approximately 1 hour flight
from Münster to Berlin / 400 km)



Our service for investors

Start your business with us in NRW

You would like to settle in North Rhine-Westphalia? Germany's leading economic region offers you numerous locational advantages – and we help you to make the most of this potential. Our team will advise you confidentially and support you with a wide range of services – always tailored specifically to your investment project:

Ready...: Customized consulting in the planning phase

- From the first meeting to the successful investment and beyond
- Direct contact on site in your language through our international offices
- Advice on North Rhine-Westphalia as an investment location, its economic structure, and your company's market and industry environment
- Information on subsidy and financing offers
- Overview of tax and legal aspects in Germany

Steady...: Experts for your site search

- Presentation of suitable sites as well as commercial space and real estate for your project
- Organization and accompaniment of viewing appointments
- Close cooperation with municipal economic development agencies as well as with project developers and real estate experts



Go...: Always at your side during implementation

- Support with approval procedures, visas and personnel recruitment for your company
- Contact to project-relevant financing partners
- Access to networks of the state government, economic development agencies, industry and technology clusters, competence centers, research institutions, associations, chambers of industry and commerce and other stakeholders

Grow...: Growing together in NRW

- Discussion of your company development in North Rhine-Westphalia
- Support with expansions, start-ups and spin-offs
- Networking as part of investor events and expert rounds from your sector



Expanding worldwide

Discover new growth opportunities abroad

North Rhine-Westphalia is home to numerous companies with global growth potential. But where abroad are the major markets of the future? Which country is the right one for your business? And how can you present yourself optimally and find the right sales partners and customers for your product or service? NRW.Global Business helps you to make your foreign business a success! Our services at a glance:

Paving the way for your leap into international markets

- Constant attention to potential sales markets and future topics
- Access to new markets and international business partners
- Access to long-standing, international networks

Trips for new business prospects

- Company and delegation trips to potential growth markets, in some cases with political support
- Local experts and specialists from North Rhine-Westphalia on site
- Information on economic backgrounds and industry structures
- Supplemented by cooperation and matchmaking events

Your presentation at leading trade fairs worldwide

- Comprehensive support for international trade fair appearances
- Concessionary conditions through support from the state or federal government

Broad participation in joint stands

- Presentation as part of a NRW joint stand together with other NRW companies or as part of an information service center at federal trade fair stands
- Complete package with turnkey stand including technology, cross-company advertising measures, collective transport of exhibits, interpreting service and supporting program

Small group promotion for individual trade fair presence

- Flexible support program for SMEs from NRW
- Association of at least three companies for an international trade fair appearance of their choice
- Funding of up to EUR 5,000 per company per year for the preparation and implementation of a trade fair appearance
- Prerequisites for the selection of the foreign trade fair: Listing with AUMA, no official federal or state participation



NRW.Global Business worldwide

From Chicago to St. Petersburg, from Tel Aviv to Tokyo: With our international offices, we are represented in important growth markets around the globe. Our experts in your region look forward to hearing from you.

Headquarters

NRW.Global Business GmbH

Trade & Investment Agency
of the German State of
North Rhine-Westphalia (NRW)
Felix Neugart
Völklinger Straße 4
40219 Düsseldorf, Germany
+49 211 13000-0
nrw@nrwglobalbusiness.com
www.nrwglobalbusiness.com

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NRW.Global Business GmbH

Trade & Investment Agency
of the German State of
North Rhine-Westphalia (NRW)
Völklinger Straße 4
40219 Düsseldorf, Germany
+49 211 13000-0
nrw@nrwglobalbusiness.com
www.nrwglobalbusiness.com

Responsible: (acc. to press law)
Annette Peis, General Manager
Marketing / Press
Position as at: September 2021

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Foreign offices

NRW.Global Business Japan / Tokyo (NRW Japan K.K.)

Georg K. Löer
Phone: +81 3 52102300
Email: contact@nrwglobalbusiness.co.jp

NRW.Global Business (NORTH AMERICA) LLC / Chicago

Aryan Zandieh
Phone: +1 312 6297500
Email: aryan@nrwglobalbusiness-usa.com

NRW.Global Business (NORTH AMERICA) LLC / South East

Daniel Dueren
Phone: +1 229-460-6104
Email: daniel@nrwglobalbusiness-usa.com

NRW.Global Business (NORTH AMERICA) LLC / Silicon Valley

Jörg Rose
Phone: +1 424 262 6221
Email: joerg@nrwglobalbusiness-usa.com



NRW.Global Business China / Beijing

Xingliang Feng

Phone: +86 10 65907066

Email: beijing@nrwglobalbusiness.cn

NRW.Global Business China / Guangzhou

Jie Liang

Phone: +86 20 32215613

Email: guangzhou@nrwglobalbusiness.cn

NRW.Global Business China / Nanjing

Jun Xu

Phone: +86 25 52270000

Email: nanjing@nrwglobalbusiness.cn

NRW.Global Business China / Shanghai

Huaizhen Huang

Phone: +86 21 50819362

Email: shanghai@nrwglobalbusiness.cn

NRW.Global Business China / Chengdu

Gong Chen

Phone: +86 28 61286373

Email: chengdu@nrwglobalbusiness.cn

NRW.Global Business India / Bangalore

Ambika Banotra

Phone: +91 9110215076

Email: ambika.banotra@nrwglobalbusiness.co.in

NRW.Global Business Israel / Tel Aviv

Sharon Masury

Phone: +972 3 680 6814

Email: sharon@nrwglobalbusiness.co.il

NRW.Global Business Korea / Seoul

Soyeon Schröder-Kim

Phone: +82 2 34734670

Email: nrw@nrwglobalbusiness.or.kr

NRW.Global Business Poland / Warsaw

Katarzyna Sokolowska

Phone: +48 22 5310680

Email: sokolowska@nrwglobalbusiness.pl

NRW.Global Business Russia / Moscow

Ekaterina Karpushenkova

Phone: +7 495 7301345

Email: karpushenkova@nrwglobalbusiness.ru

NRW.Global Business Russia / St. Petersburg

Tatjana Schwarzkopf

Phone: +7 812 3051501

Email: schwarzkopf@nrwglobalbusiness.ru

NRW.Global Business Turkey / Istanbul

Dr. Adem Akkaya

Phone: +90 212 2491848

Email: info@nrwglobalbusiness.com.tr

NRW.Global Business United Kingdom / London

Andrew Harfoot

Phone: +44 203 963 1016

Email: harfoot@nrwglobalbusiness.uk





NRW.Global Business GmbH
Trade & Investment Agency
of the German State
of North Rhine-Westphalia (NRW)
Völklinger Straße 4
40219 Düsseldorf, Germany

