



# Instruments of Bayern International

## Abroad

- Delegation trips with or without political support
- Industry-focused entrepreneur trips
- Sponsored trade fairs (Bavarian pavilions) and conferences

## Contacts around the world:

23 overseas representatives  
for Bavaria

## In Bavaria

- Program: Bayern – Fit for Partnership
- Invest in Bavaria (Business Promotion Agency of the State of Bavaria)



Scan this for  
more information  
on our homepage



## Bayern – Fit for Partnership (BFP)

- BFP is an international, industry specific training program
- The aim of BFP is to introduce Bavarian technologies and innovations to foreign specialists, who are seeking for new business ideas and solutions
- Marketing and Sales support for Bavarian companies
- Since introducing the programme in 2004: 10-15 corporate delegation visits per year; in total over 3,400 international guests and 3,700 Bavarian participants
- Due to Pandemic online events for networking and exchange



## Upcoming event



### SMART CITY EXPO WORLD CONGRESS

15 – 17 November 2022

Barcelona, Spain

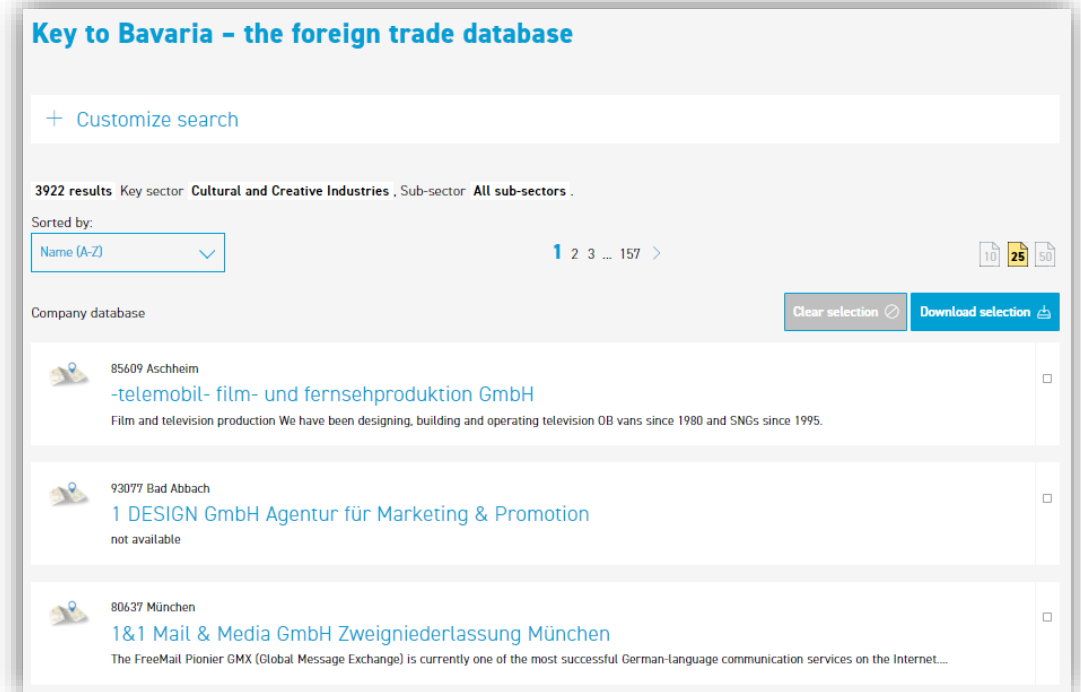
Your contact at Bayern International:  
Sebastian Zettelmeier

Scan this for more  
information on our  
event database



# Foreign Trade Database “Key to Bavaria“

- Online database that lists export-oriented companies based in Bavaria, as well as institutions, specialized agencies and associations
- Over 32,000 entries from Bavarian companies from 22 sectors
- Fast and targeted search of Bavarian companies through different criteria
- Available in 11 different languages



You are one scan  
away from our  
database





# Thank you for your attention!



## SOPHIA GUTEKUNST

Bayern International  
Manager  
Bayern - Fit for Partnership, Delegation  
Trips and Visits

+49 89 660 566 105  
sgutekunst@bayern-international.de  
<https://www.bayern-international.de>



Bayerisches Staatsministerium für  
Wirtschaft, Landesentwicklung und Energie

