



# Till Hahndorf

## Lead Auditor

BW Business Bridge

<http://www.bwbb.de>

## Bilateral Meetings

- May 22, 11:30 - 12:30
- May 22, 13:30 - 17:30

## Description

[BW Business Bridge](#) identifies and certifies high-quality ICT product and service offerings for the German market.

Every certified company is provided with an individually developed roadmap for a successful start or expansion in Germany.

Organization Type

Company

[Download document](#)

Areas of Activities

## End User Segments

1. Very Large Systems
2. Large Enterprises [1]
3. Medium Companies [2]
4. Small Companies [3]
5. Micro Companies [4]
6. Small Office
7. Banking, Insurance
8. Government and Gov. Institutions [5]
9. Education

Offer

## Certification for market entry in Germany

Listing in the BWBB directory of certified companies: Visibility in Germany

Networking & personal introductions in the Baden-Württemberg cluster organizations

Events participation (e.g. „IT&Business“ @ Stuttgart in Sept 2015)

Digital marketing: ☐ Newsletters and BWBB website

Keywords: Germany certification market entry roadmap Baden-Württemberg Stuttgart  
Cooperation Offered

1. Outsourcing co-operation
2. Sales / Distribution

Offer

## **Roadmap for effective entry/expansion in Germany**

Analysis of service portfolio

Strategic goals for the German market

Specifics of the German market

Value messages and client needs

Listing potential customers, partners and networks in Germany

Concrete sales & marketing actions

Keywords: Germany market entry certification roadmap Stuttgart Baden-Württemberg  
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