

Project Partner



trAIDe – Project management



BVMW – The German Association for Small and Medium-sized Businesses



Czech Chamber of Commerce – responsible for planning and organization in the Czech Republic



„aqua-therm“ – International Trade Fair for Environment Protection Technology and Energy Efficiency

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**international efficient,
transparent and successful**

Based in Cologne, Germany, trAIDe GmbH has been successfully bringing together business and trading communities to a common international platform. The main focus is on fast growing markets of the MENA-Region, Southeast Europe, and Germany. Through cooperation agreements with credit information agencies, logistics enterprises, and worldwide renowned law firms, we are in a position to offer a solution from a wide range of services that will be optimally customized to your enterprise. Thus, we guarantee you a chance to operate efficiently, safely, and successfully in the international business arena.

Use our wide spectrum of services within our three business segments.

- I. Public tendering
- II. Internationalization projects for SME
- III. Business mediation & trade representation

trAIDe GmbH – your partner in global business

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trAIDe green Czech Republic 2011



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The Project

trAIDe coordinates the marketing/ cooperation project „trAIDe green“ Czech Republic 2011 (Environmental technology, waste management, energy efficiency).

In the past, trAIDe has been appointed several times to carry out marketing/ cooperation projects financed by the German Ministry of Economy and Technology (BMWi). trAIDe concentrates on business mediation on an international platform.

The goal of the project is to enhance business opportunities between German and Czech companies or institutions. A delegation of German specialists will travel to the Czech Republic, present their products and services and discuss business opportunities with potential partners from the Czech Republic.



Project Structure

Phase 1:

trAIDe presents you company profiles and introductions of potential German business partners.

Phase 2:

Once you agree to participate in the project, you will get access to the project website at www.traide.eu. On the website you will have the chance to post your company's/ institution's products and demands. Your profile will be translated into German/ English to enhance your business opportunities.

You will be able to interact and sort out your opportunities directly with the German participants. The website also allows you to have access to several additional services used in international trade.

Phase 3:

During a matchmaking event at the premises of the "aqua-therm International"-fair in Prague in November 2011, you will have the chance to meet the representatives of your potential German business partners.

Phase 4:

After the matchmaking event, trAIDe will assist both - German and Czech businesses - in setting up a follow up action plan with the goal to finalize business opportunities.



Participation Criteria

The participation of the project is possible to all Czech companies or institutions. The project is funded by the German Ministry of Economy and Technology (BMWi) / European social funds for Germany (ESF).

The majority of the German participants will be highly innovative and small and medium-sized enterprises. Small and medium-sized enterprises are defined according to their staff headcount and turnover or annual balance-sheet total.

A medium-sized enterprise is defined as an enterprise which employs fewer than 250 persons and whose annual turnover does not exceed EUR 50 million or whose annual balance-sheet total does not exceed EUR 43 million.

A small enterprise is defined as an enterprise which employs fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million.

(Abstract of Commission Recommendation 2003/361/EC of 6 May 2003 concerning the definition of micro, small and medium-sized enterprises [Official Journal L 124 of 20.05.2003])

For further information please visit:

www.traide.de

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