

Wirtschaft-Das-sind-wir-alle



BWA

BUNDESVERBAND
FÜR WIRTSCHAFTSFÖRDERUNG
UND AUSSENWIRTSCHAFT
GLOBAL ECONOMIC NETWORK

FEDERAL ASSOCIATION FOR
ECONOMIC DEVELOPMENT
AND FOREIGN TRADE



THE BWA - NEW PERSPECTIVES FOR THE ECONOMY

Germany finds itself in a profound process of transformation. The risks and also the opportunities are immense. Periods of change are always handled best when a timely, motivating and unifying vision and practical-pragmatic concepts for transformation coincide. In order to achieve this it is not lobbying that is required, but rather analysis, clarification and mobilising a dialogue that is non-partisan and solely orientated to the issues at hand. In both its approach and its perspective the BWA is an association of a new kind: In its structures, ranging from its regional Business Clubs to its Economic Senate, the BWA bundles economic and socially orientated expertise, a fresh dynamic and long years of experience.

In the BWA we connect solution- orientated individuals who are equally knowledgeable about both the economy and science, research, politics, civil society and the media. In the BWA we think constructively, give help and get involved. In the BWA what is important is taking an active role in development.

We are open to change and we like to make decisions. We see ourselves as consultants for one another and for important political decision-making processes, from the local to the international level.

We promote the economy from the perspective of „Economy, that's all of us“. In this sense we all make a joint contribution to the system of value-creation in Germany, which is embedded in value-creation networks in Europe and throughout the world. This value-creation network in Germany is in turn dependent on the quality of our structures of governance, the training and motivation of individuals, the infrastructure standard, the performance of capital stock, the safeguarding of resources, the performance of the monetary system, our structures for innovation and our involvement in international value-creation networks.

Based on scientific analyses, we have positioned ourselves in accordance with a double strategy. We are fighting globally for better regulatory design, namely a global eco-social market economy that applies the best experience(s) of the European Union and its expansion processes. Simultaneously, we are also working within Germany on intelligent and situation orientated adaptations to global challenges. This can and will only succeed in a mutual dialogue in which solutions are developed that serve the common welfare. This is the objective targeted by all of the activities of the BWA, and the BWA sees in this perspective nothing less than the potential for a future global economic miracle in which all are able to participate.

Our goal is to work together with our members in order to contribute to making Germany and Europe fit for the future whilst simultaneously campaigning for a global eco-social market economy. Join in and play a part - on a regional or global level - by supporting this philosophy.

The BWA fosters the economy in its entirety.

Because: Economy - that is all of us!

THE VISION

The work of the BWA follows the principle expressed by John F. Kennedy: "Ask not what your country can do for you, but ask what you can do for your country!"

Ongoing and open dialogue with political decision makers in the parliament and government is more necessary today than ever before. This is why policy makers need the practice-orientated expertise of business people and managers of the economy as well as from all other relevant sectors of society. The BWA aims to make an effective contribution to this process by bringing politics, business and society to the table and ultimately building up a global network.



OBJECTIVES

The Association pursues the following objectives:

- Promoting regional, national and international economic development
- Promoting the economic interests of its members
- Promoting the foreign trade and other foreign economic activities of members
- Promoting fair co-operation between businesses of all sizes and legal forms as well as state-run institutions and regional authorities
- Promoting measures for safeguarding and creating jobs
- Promoting co-operation between schools, colleges, universities and industry
- Promoting ecology and sustainability
- Promoting all measures that serve the health of the members and, where the members are employers, also their employees
- Promoting the social interests of employers, including company pension plans and asset formation
- Promoting ethics in co-operation between the economy, public administration, politics and society
- Promoting a positive public image for businesses and executives managing the economy
- Promoting non-profit and social projects on regional, local and international levels



THE MEMBERS

As members we welcome individuals with solution-orientated thinking who wish to co-operate actively in the realisation of a lively, responsible „Global Economic Network“, particularly in their own regions: Students and scientists, representatives from politics and administration, artists and individuals involved in the cultural sector, freelancers and business people and executive staff as well as company directors and members of the boards of large companies.

They will co-operate to develop practice-orientated proposals and concepts in order to foster the economy and society, whether on a regional or international level.

The members are characterised by their economic and, more particularly, social and ethical expertise, an interest in sustainability and advocacy of an eco-social market economy. Quality is more important than quantity. The members are involved in regional Business Clubs as well as in the BWA Economic Senate. The managers of the BWA are personal contacts for the members and coordinate the services of the Association.



THE BWA ECONOMIC SENATE

The Economic Senate of the BWA comprises leading individuals from business, science, media and culture as well as representatives from politics, diplomacy and public life. The role of the Economic Senate is to contribute knowledge and experience from these fields. The Senate has specific responsibility for the realisation of the Association's goals and represents the BWA in the public domain. Together with the Scientific Council, it creates the „think-tank“ of the BWA and develops sustainable solutions for promoting the national and international economy.

It is instrumental in informing and consulting with decision-makers in politics and with authorities on regional, national, European and international levels. The founders of the BWA helped revive the old and at the same time modern idea of the senate in ancient Greece and Rome, according to which a balanced circle of independent spirits pursues the ethos of the common good instead of those of particular interests.

The success of our work depends on the active participation of a selected circle of committed individuals from all sectors of business and society who are dedicated to their business location and play a part in the BWA Economic Senate.

THE GLOBAL BWA-NETWORK

The BWA forges a global network for its members for the promotion of foreign trade activities through partnerships and close co-operation with international organisations and competent service partners. In this sense, the BWA is also a Global Economic Network.



The BWA has access to a competent and comprehensive network of experts in foreign trade. If a member requires a foreign trade expert, the BWA is able to recommend a BWA foreign trade advisor.

A further decisive factor is knowledge based on personal experience in the target countries.

Furthermore, there is also the panel of the Foreign Trade Committee, which meets for events at regular intervals and facilitates an active exchange of know-how and experience.

This is a network that consists of:

- Foreign trade experts
- Foreign trade advisors and consultants
- Businesses orientated towards foreign trade
- Members of the BWA who are interested in foreign trade



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THE SERVICE

Regional Business Clubs

- Contacts, business connections, exchange of experience
- Extraordinary synergy effects through the special combination of members
- Interesting and communicative events on current issues in the economy and society with knowledgeable individuals, as well as social gatherings

Foreign Trade

- Advising on the internationalisation of businesses and on developing business abroad
- Organisation of trips for delegates and visits to trade fairs
- Research on foreign trade information
- Seminars and further education events
- Network of foreign trade experts
- Exchange of experience in the Foreign Trade Commission
- Trade fair consulting
- Business financing / Capital management

Network of Consultants

The BWA, through a network of consultants and experts and in cooperation with its partners (foreign trade consultants, lawyers, patent lawyers, auditors, tax consultants, business consultants, personnel consultants), provides assistance in:

- Establishing and protecting businesses
- Corporate succession
- Business management issues
- Foreign trade activities
- Sector-specific tasks
- Creation and analysis of business plans
- Special legal and tax questions
- Country-specific training and further education programmes

Network of Cooperation Partners

The BWA has international partners, such as business associations, governmental economic promotion agencies, industrial parks in countries all over the world.

Amongst others with:

- Russia (RSPP)
- China (Due to very close relations with several chinese partners the BWA has an office in Shanghai.)
- India (FIE)
- Serbia (UPS)
- Romania (UGIR)

Network of Ambassadors and other Diplomats

The BWA meets on a regular basis with ambassadors and diplomats in Berlin, the German capital. These close relation to the residentiary diplomatic corps open the doors for several foreign trade activities of the members.

In 2012 close cooperations with the Mexican Ambassador led to the participation of the BWA in the B20-Summit, a comittee of international business leaders that consults with the G20-Leaders.



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Federal Association
for Economic Development
and Foreign Trade



BWA

Global Economic Network



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