

The export of equipments and technical know-how of small and medium-sized enterprises (SME) to developing and newly industrializing countries is often considered to be a difficult task in spite of undeniable success stories. The SMEs have to overcome diverse difficulties: alongside insufficient knowledge about the legal and market situation in these countries, there are also cultural differences that often hinder the access to new markets.

The central focus of the research project *clima-pro* is the analysis of the legal, administrative and economic requirements of market access. For this purpose, Morocco, the United Arab Emirates, Egypt and Algeria have been selected as target countries. The cultural aspects that could be important to economic success are also considered.

The project concentrates on three industry sectors: energy, waste and waste water. Opportunities based on the trade of emission certificates (CDM projects) are also taken into account.



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Projektmanagement: AiF

Developing instruments to improve the market access of German enterprises in terms of environmental and climate protection projects in developing and newly industrializing countries



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The **objective** of the project is, together with the project partners, to develop specific tools for improving the competitiveness of German enterprises in environmental markets of developing and newly industrializing countries.

These **tools** will be tested in a pilot phase. The purpose is to facilitate the economic success of especially SMEs in environmental technology and climate protection markets in developing and newly industrializing countries:

The **environmental investment radar** for developing and newly industrializing countries (EIR) is a dynamic information system providing country- and sector-specific information on the environmental, legal and economic framework.

The **information on intercultural competences** provide support and show SME staff ways of networking business relations with intercultural sensibility. This assistance contains as well criteria for selecting appropriate country-specific intercultural trainings.

1. Collecting basic information

Morocco and United Arab Emirates

- Environmental, legal and economic principles
- Evaluating experiences
- Analysing CMD projects
- Intercultural Competence

2. Developing tools

- Elaborating the environmental investment radar (EIR)
- Gathering information (waste, energy and waste water)
- Compiling information on culture-specific features and intercultural training
- Developing an internet platform
- Testing phase of the EIR

3. Transferring tools to two target regions

Egypt and Algeria

- Research and implementation phase

4. Realisation

Morocco, United Arab Emirates, Egypt and Algeria

Evaluating and enhancing instruments

- Verification
- Modification
- Realisation



Research cooperation

The research cooperation consists of the Institute for Environmental Studies and Applied Research (IESAR) of the University of Applied Sciences in Bingen (Germany) and the Society for Institutional Analysis (sofia) of the University of Applied Sciences in Darmstadt (Germany).

Industry partners

- European Energy Hilp GmbH, Schermbeck
- Forest Finance Service GmbH, Bonn
- GreenStream Network GmbH, Hamburg
- Holthuizen Architekten, Berlin
- Innowise GmbH, Duisburg
- Juwi GmbH, Wörrstadt
- Lambda Gesellsch. für Gastechnik mbH, Wuppertal
- Plinke GmbH, Bad Homburg
- RA-Kanzlei Dr. Hartmann & Partner, Berlin
- TÜV Rheinland Immissionsschutz und Energiesysteme GmbH, Köln
- Vecoplan AG, Marienberg

Further partners

- Exportinitiative Recycling- und Effizienztechnik des Bundesumweltministeriums, Bonn
- Ministerium für Umwelt, Forsten und Verbraucherschutz des Landes Rheinland-Pfalz, Mainz
- Deutsche Gesellschaft für Technische Zusammenarbeit (gtz) GmbH, Eschborn
- German Water Partnership e. V., Berlin
- ITUT e.V. (Internationales Transferzentrum für Umwelttechnik), Leipzig
- Fraunhofer Institut für System- und Innovationsforschung, Karlsruhe