



The German Chamber Network

AHK

BUSINESS PARTNER SEARCH

Finding a business partner in the US is a complicated and time-consuming task. Even if you have identified potential partners, that doesn't mean that the cooperation will automatically be successful. Using GACC Midwest as a mediator for your business partner search will save time and help you create long-lasting business relationships.

YOUR CHALLENGES TO SUCCESS

Sales and relationship management in the US can be a time consuming, challenging experience- due in part to the geographic distance from Europe, but also to the sheer size of the US market, language barriers, and cultural differences. Working with channel partners in the US is often seen as an ideal solution to these challenges. However, the success rate of using channel partners to sell complex products that require detailed consultation - a niche in which German companies are often active - is usually low. For that reason, you should carefully consider your sales strategy and work with an experienced partner to execute it.

“ Our goal was to quickly identify a suitable representative for the North American region, who also had access to OEMs and Tier 1 suppliers in the automotive sector. GACC Midwest identified and evaluated prospective partners in the shortest possible time, and entered into initial cooperation agreements. Particularly noteworthy, given our requirements as an automotive supplier, was the technical expertise of GACC employees, which led to immediate results.

Dr. Friedhelm Herb, CEO, Quin GmbH

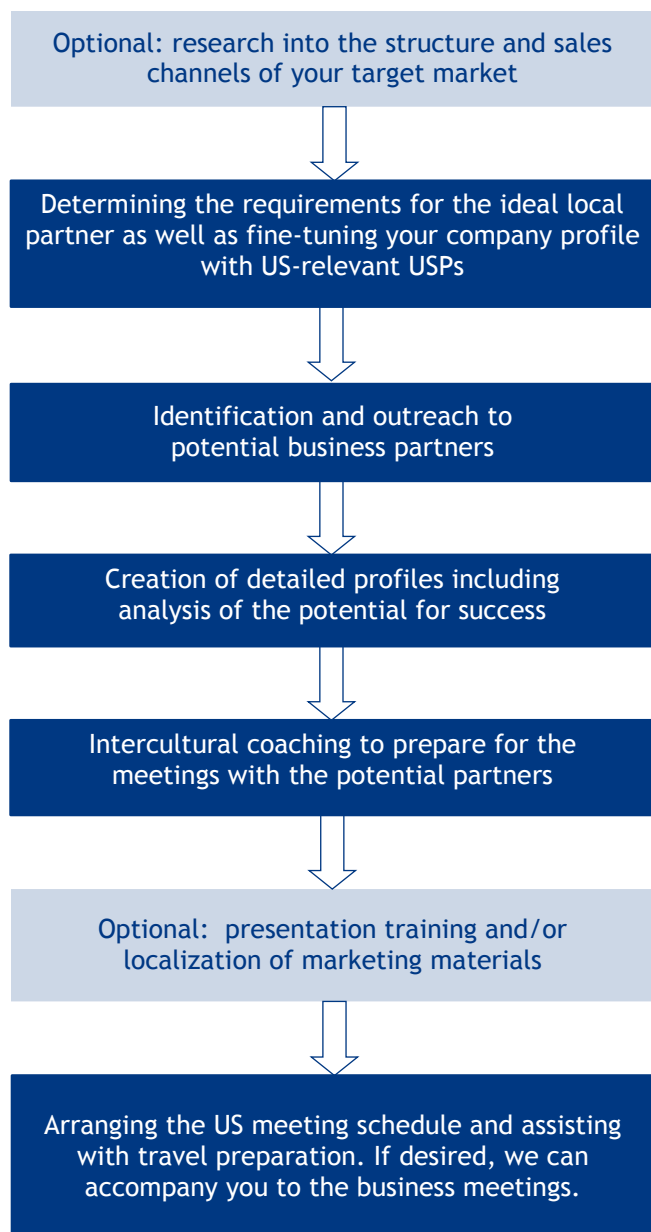
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German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

METHODOLOGY

A business partner search includes the following steps:

**OUR SERVICES: QUALITY RATHER THAN QUANTITY**

Our business partner searches include targeted research based on your industry vertical and the desired requirements for the partners. Based on your specifications, we can either focus our search on certain regions or across the whole country.

Our interdisciplinary project team, which has extensive market knowledge and intercultural competencies, will contact potential business partners and communicate directly with decision-makers from US companies.

The objective of the business partner search is to schedule concrete initial meetings with the potential partners, as well as to create a basis for continued business relationships. A business trip to the US is recommended in order to get to know your potential partners in person. During the selection of the business partners, we pay attention to the fit and qualification, as well as to the interest and motivation level of the potential partner.

OUR STRONG NETWORK

For more than 50 years, GACC Midwest has assisted German companies in meeting their US market entry needs. Our many years of experience and broad industry knowledge enable us to contribute to your company's long-term success.

Our extensive services offer you effective solutions to the various steps of your US market entry. As the official representation of German business in the Midwest, our clients benefit from our broad, transatlantic membership network of industry professionals in fields such as business development, product liability, logistics, immigration law, and much more.

We would be happy to offer additional support following the business partner search, in order to ensure a successful start to your business operations in the US as well as the development and expansion of relationships within your network. Ask us about the various options available.

Contact Information

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Get in touch with us today!