

# NRW.Global Business

Invest in NRW –  
expand worldwide



# CONTENTS



GENERAL



INVEST



TRADE



CONTACT

## **NRW.Global Business**

### **Strong partner for your success – in NRW and worldwide**

**You are successful in North Rhine-Westphalia (NRW) and now want to take off abroad?  
Or would you like to invest here – in Germany's leading business location? Whether in  
NRW or worldwide: NRW.Global Business is the right partner for your economic success.**

#### **One agency – numerous areas of expertise**

As the Trade & Investment Agency of the State of North Rhine-Westphalia, we combine in-depth local knowledge with a global orientation. We support companies with investment projects and settlements in North Rhine-Westphalia, while at the same time keeping an eye on global growth markets: If you want to develop new markets with your business from NRW, you have come to the right place.

#### **Experts on countries and industries**

Every industry has very different requirements, and every country has different framework conditions. Our team of nearly 100 employees specializes in your individual requirements and will be happy to advise you – both here in North Rhine-Westphalia and at our locations around the world.

#### **Now globally networked**

From the U.S. and the U.K. to Japan and China: In addition to our headquarters in Düsseldorf, we have numerous international offices in important markets around the globe – and our network is growing constantly.

#### **Closely connected with NRW for many years**

NRW.Global Business possesses decades of know-how and a strong, regional network. As a state-owned foreign trade promotion agency, we work closely with local and regional economic development agencies in the state, the state government of North Rhine-Westphalia, as well as with chambers of industry and commerce, chambers of trade, clusters, state initiatives companies, associations and other business-related organizations.



# North Rhine-Westphalia

## Dynamic business location in the center of Europe

As Germany's leading economic region, North Rhine-Westphalia (NRW) offers companies optimal conditions to grow both locally and globally. Centrally located in the heart of Europe, major national and international transport routes converge here. The most populous of the 16 German states has very high purchasing power and is considered to be one of the largest sales and procurement markets in Europe. Large listed companies feel just as much at home here as highly specialized family-owned SMEs and creative startups – and over 24,000 international players.

### Innovative strength meets cosmopolitanism and cultural diversity

The state's excellent universities produce highly qualified specialists and serve as an important innovation driver. Young and established companies – flanked by a broad research landscape – are pressing ahead with future topics such as digitization or the energy transition and enriching the market with new business models, services and products. Living and working in NRW is characterized by an open-minded, cosmopolitan attitude and a colorful flair, with numerous communities from all over the world. They all appreciate not only the vibrant economic activity, but also the excellent quality of life in NRW with its varied cities and landscapes, six UNESCO World Heritage sites, and a wide range of cultural and leisure offerings.

#### Facts and figures (2024)

Area	34,112 km <sup>2</sup>
Population	18 Mio.
Population density	528 inhabitants per km <sup>2</sup>
Employed persons	9.8 Mio.
GDP	€ 872.0 billion
Imports	€ 280.9 billion
Exports	€ 223.2 billion



# North Rhine-Westphalia in a prime strategic position

**Hamburg**  
(approximately 2 hours  
with the ICE from Münster  
to Hamburg / 280 km)

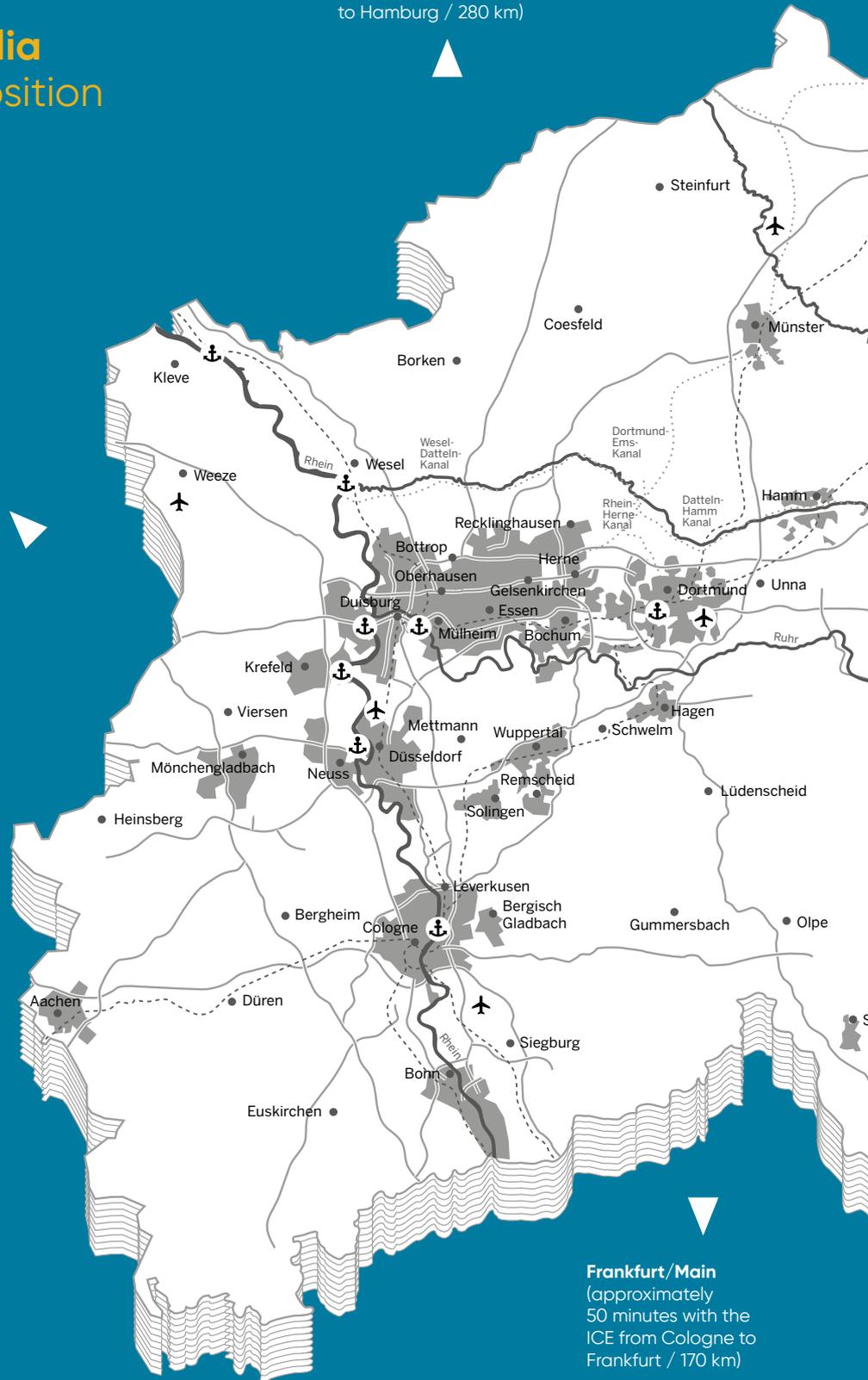
**The Netherlands  
Amsterdam**  
(approximately 1.5 hours  
with the ICE from Duisburg  
to Amsterdam / 200 km)

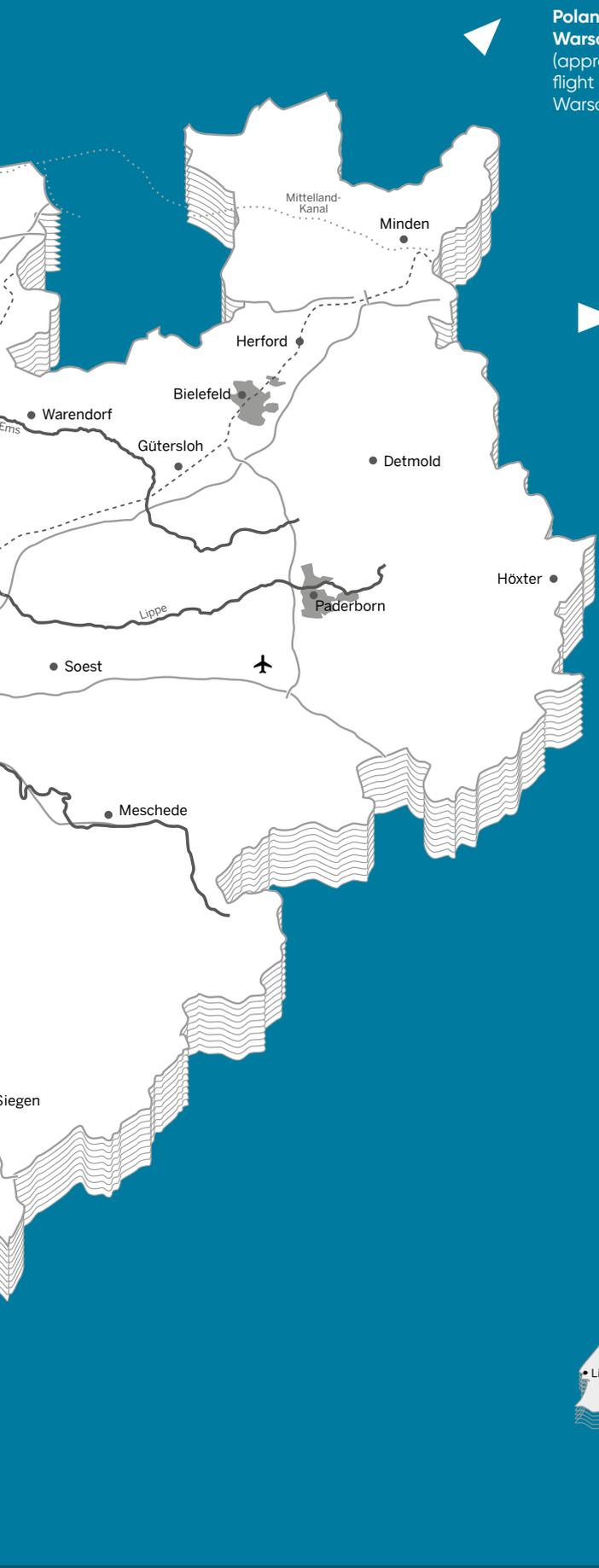
**United Kingdom  
London**  
(approximately 1.5  
hours flight from Cologne/  
Bonn to London / 500 km)

**Belgium  
Brussels**  
(approximately 1.5  
hours with the ICE  
from Cologne to  
Brussels / 220 km)

**France  
Paris**  
(approximately 1.5 hours  
flight from Düsseldorf to  
Paris / 410 km)

**Frankfurt/Main**  
(approximately  
50 minutes with the  
ICE from Cologne to  
Frankfurt / 170 km)





**Poland  
Warsaw**  
(approximately 2 hours  
flight from Düsseldorf to  
Warsaw / 1,000 km)

**Hungary  
Budapest**  
(approximately 2 hours  
flight from Dortmund to  
Budapest / 950 km)



## Our service for investors

### Start your business with us in NRW

You would like to settle in North Rhine-Westphalia? Germany's leading economic region offers you numerous locational advantages – and we help you to make the most of this potential. Our team will advise you confidentially and support you with a wide range of services – always tailored specifically to your investment project:

#### **Ready... : Customized consulting in the planning phase**

- From the first meeting to the successful investment and beyond
- Direct contact on site in your language through our international offices
- Advice on North Rhine-Westphalia as an investment location, its economic structure, and your company's market and industry environment
- Information on subsidy and financing offers
- Overview of tax and legal aspects in Germany

#### **Steady... : Experts for your site search**

- Presentation of suitable sites as well as commercial space and real estate for your project
- Organization and accompaniment of viewing appointments
- Close cooperation with municipal economic development agencies as well as with project developers and real estate experts

### Go... : Always at your side during implementation

- Support with approval procedures, visas and personnel recruitment for your company
- Contact to project-relevant financing partners
- Access to networks of the state government, economic development agencies, industry and technology clusters, competence centers, research institutions, associations, chambers of industry and commerce and other stakeholders

### Grow... : Growing together in NRW

- Discussion of your company development in North Rhine-Westphalia
- Support with expansions, startups and spinoffs
- Networking as part of investor events and expert rounds from your sector
- **Join Europe's startup hub:** To support **international tech companies** seeking to expand into Germany, NRW provides the **Startup Welcome Package**. The Startup Welcome Package includes a 10,000 euro grant that can be used for:
  - Rent for at least 90 days in a coworking space in NRW
  - Tailored consulting services, including B2B support, tax advice, mentoring, and coaching



## Expanding worldwide

### Discover new growth opportunities abroad

North Rhine–Westphalia is home to numerous companies with global growth potential. But where abroad are the major markets of the future? Which country is the right one for your business? And how can you present yourself optimally and find the right sales partners and customers for your product or service? NRW.Global Business helps you to make your foreign business a success! Our services at a glance:

#### Paving the way for your leap into international markets

- Constant attention to potential sales markets and future topics
- Access to new markets and international business partners
- Access to long-standing, international networks

#### Trips for new business prospects

- Company and delegation trips to potential growth markets, in some cases with political support
- Local experts and specialists from North Rhine–Westphalia on site
- Information on economic backgrounds and industry structures
- Supplemented by cooperation and matchmaking events

#### Your presentation at leading trade fairs worldwide

- Comprehensive support for international trade fair appearances
- Concessionary conditions through support from the state or federal government

### **Broad participation in joint stands**

- Presentation as part of a NRW joint stand together with other NRW companies or as part of an information service center at federal trade fair stands
- Complete package with turnkey stand including technology, cross-company advertising measures, collective transport of exhibits, interpreting service and supporting program

### **“Messe meets Mittelstand” funding program**

- Flexible support program for SMEs from NRW
- Financial support to participate in various trade fairs abroad worldwide
- Funding of up to EUR 7,500 per company per year for the preparation and implementation of trade fair appearances
- Prerequisites for the selection of the trade fair: Listing with AUMA, no official federal or state participation



## NRW.Global Business worldwide

From Chicago to Warsaw, from Tel Aviv to Tokyo: With our international offices, we are represented in important growth markets around the globe. Our experts in your region look forward to hearing from you.

### Headquarters

#### NRW.Global Business GmbH

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