

## Scope of the research project

The export of assets and technical know-how of small and medium enterprises (SME) to developing and newly industrializing countries is often considered to be a difficult task in spite of undeniable success stories (and despite Germany being the world's leading exporter). 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 is analysis of the legal, administrative and economic requirements of market access. For this purpose, Morocco and the United Arab Emirates have been selected as target countries. The cultural aspects that could be important to economic success shall also be considered.

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



## Research cooperation

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# clima-pro

**Developing instruments to improve  
the business cooperation of German  
enterprises in terms of environmental  
and climate protection projects in  
developing and newly industrializing  
countries.**

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## Aims

The aim 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 specifically facilitate the economic success of SMEs in environmental technology and climate protection markets in such countries.

## Tools

### 1. 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.

### 2. The training unit intercultural competence (TUIC) ...

... will provide support and show SME staff ways of carrying out foreign trade with "inter-cultural competence". This unit will contain information on the cultural characteristics of cooperation.

## Work Steps

### 1. Collecting basic information

**Morocco and the United Arab Emirates**

Environmental, legal and economic principles

Evaluating experiences

Analysing CDM projects

Intercultural competence

### 2. Developing tools

Elaborating the environmental investment radar (EIR)

Gathering information (waste, energy, water)

Developing the training unit intercultural competence (TUIC)

Developing an internet resource

Testing phase of the EIR

### 3. Application to two other target countries

**Country 3 and 4**

Research and application phase

### 4. Realisation

**Morocco, United Arab Emirates, country 3 + 4**

Evaluating and enhancing instruments

Verification

Modification

Realisation

## Cooperation partners

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
- Holthuiizen Architekten, Berlin
- Innowise GmbH, Duisburg
- Juwi GmbH, Wörrstadt
- Lambda Ges. für Gastechnik mbH, Wuppertal
- MCS Solar Engineering, Darmstadt
- Plinke GmbH, Bad Homburg
- RA-Kanzlei Dr. Hartmann & Part., Berlin
- TÜV Rheinland Immissionsschutz und Energiesysteme GmbH, Cologne
- 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 System- und Innovationsforschung, Karlsruhe