

# With us, you have a lobby throughout the world: Global Partners Bayern.

Since 2002, we are international players. With our core topics environment, infrastructure, security, energy, IT, health and education, we are the stepping-stone into the world for German medium-sized businesses. We support you therefore with our networks and serve as interface to foreign trade markets,

because we create the perfect conditions you need to achieve your goals. Thus, we provide our members access to the political decision makers in the target countries.



*Global Partners Bayern e.V.*



## Get your company started – with the biggest international sport events!

**Your ticket to participation in projects around  
major international sport events:**

Stadium Know How, made in Germany  
green and sustainable GmbH  
Von-Luck-Strasse 23  
14129 Berlin  
Tel: 030 80909672



**Stadium Know How**  
made in Germany – green and sustainable

## Global Partners Bayern and Stadium Know How open the most exciting and profitable global market to you.

**Your around-the-world-business-class-ticket:**

Global Partners Bayern e.V.  
c/o Außenwirtschaft  
Max-Joseph-Straße 2  
80333 München  
Tel: 08171 488002



*Global Partners Bayern e.V.*

Big sport events are a billion dollar business for all participants growing further and further, independently of recession and crises. That way, more than 15.7 billion Euros turnover were achieved in Europe alone in 2009. In this business not only the active players and celebrities win, but uncountable medium-sized businesses benefit as well. Starting with stadium construction, followed by event management and marketing, there are uncountable possibilities to be part of the winners. Provided that there is a partner who opens the right doors.



## Stadium Know How – Made in Germany.

Since the summer of 2006, if not earlier, the whole world knows that Germany like no other country knows how to stage an event for a huge audience. Stadiums and organization are looked up to and praised all around the world. Stadium Know How – Made in Germany had been founded so that everybody can benefit from German competence. We create thus a roof under which committed entrepreneurs meet to let national and international

associations and communities benefit from united German know how. Furthermore, a cohesive team performance is indispensable for asserting successfully towards Far East competitors.

## Fantastic opportunities are waiting for you.

Big events cast their shadows before: the world championships in Brazil, Russia and Qatar will cause a big unprecedented boom. The next years will bring innumerable new stadiums along with more infrastructure.

This means to master great challenges in organization and marketing. This is what makes participating in stadium construction projects so attractive: hardly any other construction project is so prestigious. A stadium is a symbol of greatest national and international reputation.

Anyone who takes part in such a project has excellent prospects to be involved in future public projects. On condition that you have a partner who brings you into play.