

Emerging economies are our business

WiN = WiN - Agency for Global Responsibility has long-term experience in dealing with people and public authorities in developing countries and emerging markets.

WiN = WiN specialises in sustainability projects of the private sector and in companies of different industries and sizes.

Decision makers convinced by modern technology. Road construction in India with WIRTGEN Group.



Which opportunities, risks and challenges does your company experience in developing countries and emerging markets?

- Huge market potential and high demand for innovative technology – but little awareness of your product and no local expertise?
- Ample opportunities for cost effective production – but insufficiently qualified personnel?
- Competitive purchasing – but heavy fluctuations in supply and substandard products?

Whether you produce, purchase or sell in developing countries and emerging markets, whether you have to solve problems or want to increase investment – we can support you with suitable project approaches that support both your economic interest and sustainable local development.

Successful enterprises engage in the solution of global problems of our time

By taking over social and environmental responsibility in their sales, sourcing and production markets, international companies pave the way for positive globalisation.

- With innovative products and sustainability commitment in their core business, companies can contribute substantially to education, health, income opportunities as well as environmental, climate and resource protection in developing countries and emerging markets.
- Through suitable projects companies secure their commercial interests whilst actively improving the stability and predictability of global markets. By doing so they reduce business risks.

Together with our clients we design projects which can be co-founded by the German Federal Ministry for Economic Cooperation and Development (BMZ). These projects act as a catalyst for your economic activities and at the same time yield positive development benefits for the people in Africa, Asia, Latin America or Eastern Europe.

What do customers want?

Consumers and the media not only pay attention to the quality of products but also want to know where and how goods are produced. In the coming years this will increasingly affect customer behaviour.

The promotion of development helps companies to establish a reputation as good corporate citizens.

Sustainable fishing in Costa Rica with Ristic AG.



Secure raw materials and create more value added in Africa with INTERSNACK Group (ültje).





Resource protection and occupational safety in the Indian metal industry with Bio-Circle Surface Technology GmbH.


WiN WiN Services

We support you with long-term project experience and our professionalism in grant application. You benefit from our know-how in development work and our expertise in dealing with the stakeholders of your activities in emerging economies:


- We design projects which support your business interests in developing countries and assist you to take on ecological and social responsibility.
- We raise funds from German development aid for your sustainable projects in developing countries and emerging markets.
- We either execute your project or assist with single project components.

— We operate „Fair Stone“, the international Social and Environmental Standard for the natural stone industry. www.fairstone.org

— We support networking and development partnerships with several companies for the promotion of social and ecological market economies.

A **WiN  WiN** situation is guaranteed from the outset: Fees are only charged when co-funding is successfully secured.

References

BMW, DEKRA, DGNB, DHL, ebm-papst, EDEKA, ELSEVIER, Frozen Fish (IGLO), GfK, Heidelberger Druckmaschinen, HELLER, HP, INTERSNACK (ültje), InterWeichert, Mammut Sports Group, Phocos, Ristic, Wirtgen and many other large, medium-sized and small companies have been successfully assisted by **WiN  WiN** since 2001. Please ask for our list of references.

WiN WiN

WiN=WiN GmbH
Agency for Global Responsibility
Schuhstrasse 4
D-73230 Kirchheim/Teck, Germany

Phone +49 (0)7021 – 726 99 54
Email info@win--win.com
Internet www.win--win.com



„Fair Stone“ Certification of natural stones from Asia.

WiN  WiN
Agency for Global Responsibility