

“UPGRADED SUPPORT TOOL FOR INTEGRATION OF SMEs IN EUROPEAN AND GLOBAL VALUE CHAINS”

REPORT 1

GUIDELINES FOR TARGETING THE POTENTIAL PARTICIPANTS BERLIN BUSINESS FORUM



**Co-funded by
the European Union**

Suppliers' and Investment Potential Day in Berlin, 24 September 2024

This event will be organised as a part of the Business Forum.

Sectors:

- Infrastructure
- Metal production and automotive
- Agriculture (food processing)

Manual for Selection of Companies

This manual outlines the criteria for selecting companies to participate in a program, ranked by importance. The criteria are designed to prioritize companies in specific industries, particularly those with characteristics that align with the goals of the Berlin Business Forum.

1. Industry Relevance

Primary Criterion: Participation in Target Sectors

Description:

- Companies must operate in the following industries: metal production, automotive, infrastructure, and food processing.
- These industries are defined as target sectors in the introduction of the Berlin Business Forum.

Evaluation:

- Verify the company's involvement in the target industries.
- Documentation such as business licenses, product catalogs, and industry certifications may be required.

2. Ownership Structure

Secondary Criterion: Domestic Ownership

Description:

- Priority is given to companies with domestic ownership.
- This supports local businesses and encourages economic growth within the country.

Evaluation:

- Review the company's ownership structure through official documents, such as shareholder registries and corporate filings.
- Domestic ownership is defined as majority ownership by residents or entities within the country.

3. Market Presence

Tertiary Criterion: Absence of Activities in Germany

Description:

- Companies that do not currently have activities in Germany are preferred.
- This encourages new entrants into the German market, fostering market expansion and diversity.

Evaluation:

- Assess the company's market presence through business reports, market analysis, and direct inquiries.
- The absence of business activities in Germany should be clearly documented.

4. Program Participation History

Quaternary Criterion: First-Time Participation

Description:

- Companies that are first-time participants in the program are given priority.
- This ensures fresh opportunities for new companies and enhances the program's outreach.

Evaluation:

- Check program records to identify past participants.
- Confirm the company's participation history through program databases and registration logs.

5. Company Size

Quinary Criterion: Small and Medium Enterprises (SMEs)

Description:

- Preference is given to small and medium enterprises (SMEs).

- SMEs are defined based on criteria such as employee count, revenue, and assets, aligning with local definitions.

Evaluation:

- Verify the company's size through financial statements, employment records, and other relevant documentation.
- SMEs typically have fewer than 250 employees and an annual turnover not exceeding €50 million.

6. Past Cooperation and Feedback

Senary Criterion: Positive Past Cooperation

Description:

- Companies that have previously participated in similar activities, demonstrated a readiness to cooperate, and provided positive feedback to organizers are given an advantage.
- This ensures continued collaboration and acknowledges successful partnerships.

Evaluation:

- Review past cooperation records, including feedback forms, performance reviews, and testimonials.
- Consider the company's engagement level, responsiveness, and overall satisfaction with previous programs.

Selection Process

1. Initial Screening:

- Compile a list of candidate companies.
- Conduct a preliminary check to ensure they meet the primary criterion of industry relevance.

2. Detailed Evaluation:

- Assess each company against the secondary to senary criteria.
- Rank companies based on how well they meet each criterion, assigning higher scores to those that align closely with the priorities.

3. Final Selection:

- Create a ranked list of companies based on the cumulative scores from all criteria.
- Select the top-ranked companies for participation, ensuring a balanced representation of diverse sectors and sizes within the target industries.

Documentation and Verification

- Maintain detailed records of the evaluation process, including supporting documents and evidence for each criterion.

- Ensure transparency and consistency in the selection process to uphold fairness and integrity.

By following this manual, the selection process will be thorough, objective, and aligned with the program's goals, ultimately supporting the growth and diversification of the target industries in alignment with the objectives of the Berlin Business Forum.

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of WB6 CIF and do not necessarily reflect the views of the European Union.

Title: Upgraded support tool for integration of SMEs in European and Global Value Chains, Report 1 – Guidelines for targeting the potential participants – Berlin Business Forum

Publisher: Western Balkans 6 Chamber Investment Forum - www.wb6cif.eu

©WB6 CIF July 2024. All right reserved