



Israeli-German Business Dialogue Cosmetics, Toiletry & Detergents

18th – 22nd April 2021

Company Products and Services Catalogue

In collaboration with

Project of

German Companies

adamus group GmbH

asambeauty – M. Asam GmbH

CEHKO – Gebr. Ewald GmbH

Croll & Denecke GmbH

delta pronatura Dr. Krauss & Dr. Beckmann KG

Düllberg-Konzentra GmbH & Co. KG

PHYRIS Beauté GmbH by DR. GRANDEL GmbH

Pony Hütchen – Things We Love GmbH

SHAZAY – Babel Cosmetics GmbH

The business trade mission to Israel is a funding project of the Federal Ministry for Economic Affairs and Energy (BMWi) for German companies and suppliers in the field of cosmetics, toiletry & detergents. The project is carried out by SBS systems for business solutions GmbH in cooperation with the AHK Israel and the German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW).

We are pleased to invite you to our upcoming online event on Cosmetics, Hair Care, Hygienic Products and Cleaning Agents.

Come and join us on **Monday, April 19th at 10 AM Israel Time**, to discover exciting brands and products by outstanding German companies.

The digital pitch presentation event is taking place in the framework of a four-day virtual **business delegation of German companies to Israel from April 19th to April 22nd, 2021**, under the auspices of the German Ministry of Economics and Technology and with the purpose of supporting small and medium-sized German companies and manufacturers in their export endeavors.

This is a great opportunity for Israeli companies to explore new business opportunities and to discover potential synergies with the German participants. We cordially invite you to join the presentation event and to contact us for the scheduling of individual meetings.

Please find on the following pages a short company profile with further information of each of the German participating companies and their business interest with Israeli partners.



Dear Participants,

the German business delegation looks forward to meeting you all in Israel, to experiencing the great country and to having successful business talks.

Beauty and home care products made in Germany fulfil the highest quality expectations which is very much appreciated on a worldwide scale.

The German Cosmetic and Detergent Association (IKW), with office in Frankfurt am Main, was set-up in 1968 and is today one of the highest-profile industry associations in Europe. IKW supports, advises and represents the interests of more than 450 beauty and home care companies. The industry with approximately 500,000 associated jobs had a sales value of more than 19 billion EUR in the past year. The IKW member companies cover about 95 percent of the German market.

The products are used on an almost daily basis by every household. IKW satisfies the resulting need for information through its high readiness to engage in a dialogue with all stakeholders involved and hence strengthens the credibility of product-related communication concerning the use and safety of beauty and home care products.

Apart from a wide range of activities IKW initiates business delegations to the most interesting export markets. Our Business delegation looks forward to meeting you all in Israel.

Kind regards,

Thomas Keiser

General Manager, IKW

Dear Participants,

On behalf of the Federal Ministry for Economic Affairs and Energy, I would like to welcome you to this virtual business tour to Israel within the framework of the Ministry's Market Entry Programme.

Consumers in both Germany and Israel attach a lot of importance to how they look and how they live. In 2020, German companies catering to these needs – some 450 firms with roughly 50,000 direct employees and many more in the work chain – achieved a turnover of €27.8 billion and exported products worth €8.5 billion. But the sector has also been impacted by the pandemic and the accompanying economic difficulties. So I greatly welcome the focus in this virtual tour on export opportunities in Israel for beauty and home care products made in Germany and vice versa. It is certainly time for a fresh start after some tough months.

This virtual tour is a further building block in the excellent economic relations between Germany and Israel. Our bilateral trade volume in 2020 added up to €6.7 billion, and – despite the pandemic – this figure held up well compared to the previous year.

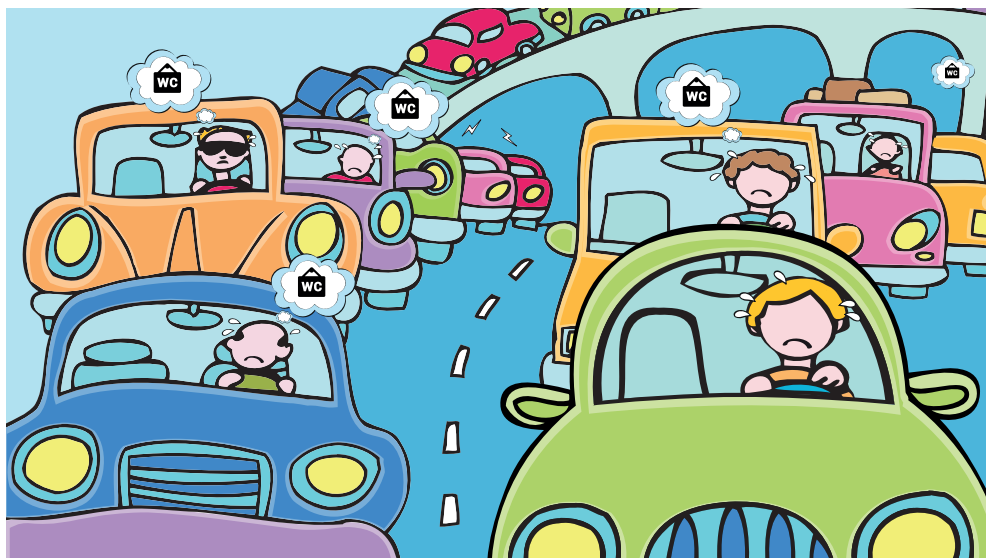
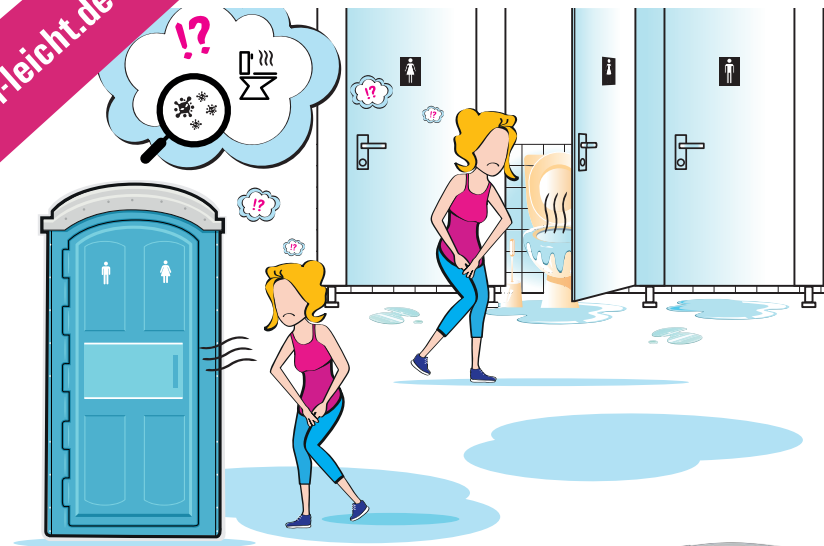
Israel has a deserved reputation as a 'start-up nation' and for its concentration on high technology. So we in Germany do not regard Israel merely as a market for our exports, but also see a country offering a wide range of opportunities for cooperation and joint research and development projects. It is this dimension in particular that makes Israel so attractive for German companies, including increasing numbers of our small and medium-sized enterprises, the famous "German Mittelstand".

I wish you all a productive virtual journey!

Dr. Kristina Heußner

Head of Division North Africa, the Near and Middle East (VD3)
Federal Ministry for Economic Affairs and Energy

www.pipi-leicht.de



Summary

יצרן וספק של מוצרי גיהות חדשניים וייחודיים.
הגנה מפני חיידקים ונגיפים בחיי היום-יום.
בין לקוחותינו רשתות מובילות כגון
Kaufland, dm, Müller
Drogeriemärkte, Edeka

 made in Germany



Company profile

adamus group GmbH (Aachen, Germany) is producer and vendor of medical and hygiene products to larger retail chains.

The company was founded in 2011 and offers products with unique selling propositions serving day-to-day life urgencies.

The corporation uses fully automated technology to ensure continuous high quality production results.

Products / Services

The products serve common situations of unpleasant happenings:

- our disposable urinal (single use) is the ingenious toilet on-the-go
- our magic clean up powder absorbs body fluids (vomit; urine, blood, ...) where those need to be swiped away
- Our hand desinfection and also surface desinfection products are free of alcohol and do actively protect against 99,999% of bacteria and virus

adamus group is offering own products and also commissioned (own label) production.

[Click here do download a more detailed product presentation](#)

References and export activities

- more than 1 Mio products sold
- Vendor to major German retail organizations (Kaufland; Edeka; DM Drogeriemärkte; Müller Drogeriemärkte; habermaas)
- Vendor to Switzerland: Coop

Target group

- Wholesale
- Retail organizations

Competitive advantages

Made in Germany; quality; price; USP;
0% returns in 6 years.

Purpose of participation in the project

Establishing sales and vendor relationships with partners in Israel.



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Languages: German, English, French, Dutch

Project:

Israeli-German
business dialogue
18th-22nd online
April 2021



Supported by:



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 **asambeauty**



Summary
תכשירי טיפוח איכותיים ביותר מפותחים ומיוצרים על ידינו למעלה מ-50 שנה למי שמבקשת את הטוב ביותר בין המותגים שלנו M. Asam®, Flora Mare®, ahuhu®, Youthlift®, DMC Dermo Cosmetics®, Le Parfumeur®, 4EVER YOUNG® and Kräuterhof Sport®.
את יפה - אנחנו אוהבים ופועלים לפי האני מאמין הזה!
 made in Germany



www.asambeauty.com

Company profile

M. Asam GmbH, located in Germany under the umbrella of BHI Beauty & Health Investment Group Management GmbH, produces and distributes high-quality care products for own cosmetic brands. On approximately 16,000 m² of production and storage space in Munich, over 300 employees manufacture over 800 different cosmetic products for the business fields of skin care, hair care, and decorative cosmetics.

References and export activities

Worldwide sales of our products via classic sales channels such as teleshopping. Establishment of subsidiaries as well as successful cooperations with numerous exclusive distribution partners all over the world.

Target group

Our cosmetics can be used for all skin and hair types and age groups. In Europe and the USA we pursue a multi-channel sales approach. In all countries in which we do not have own subsidiaries, we are looking for trustworthy partners within the framework of a selective sales approach who want to tap huge market potential with us.

Products / Services

Our brand name "Asambeauty" stands for high-quality cosmetics from our own production "Made in Germany". An extensive range of decorative and care cosmetics offers everything a beauty heart desires. Pampering care for face, hair and body, sensual make-up and seductive fragrances ensure all-round wellbeing.

[To view product video click here](#)

[To download a more detailed product presentation click here](#)

Competitive advantages

In addition to the high quality, we also pay close attention to the environment. Our products are 100% free from parabens, paraffins, mineral oils, aluminum salts and solid microplastic particles.

Purpose of participation in the project

Getting to know potential distribution partners for the Israeli market.



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Project:

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CEHKO

COMMITMENT AND PASSION FOR
BEAUTIFUL HAIR - FOR MORE THAN 80 YEARS.

Developing high professional hair cosmetics and offer them to our
customers for an outstanding price - that has always been our aim.

From care and styling to intense colors and perfect waves,
our range fulfills every users needs.

Summary

מחויבות ותשוקה לשיער נפלא -
למעלה מ-80 שנה.

פיתוח תכשירי שיער מקצועיים במחירים יוצאי
דופן. טיפוח, עיצוב, צבעים אינטנסיביים או גלים
מושלמים - כל הפתרונות עבור הלקוחות שלנו.



www.kehko.de

Company profile

We at Ewald Solutions see ourselves as the professional partner of the cosmetics industry. We help you and your products make the vital step forward with our expertise and far-sightedness. Whether it is research, development or manufacturing – get to know us. Your future success deserves it!

Brand C:EHKO:

COMMITMENT AND PASSION FOR BEAUTIFUL HAIR - FOR MORE THAN 80 YEARS.

Developing high professional hair cosmetics and offer them to our customers for an outstanding price - that has always been our aim. From care and styling to intense colors and perfect waves, our range fulfills every users needs.

Products / Services

- permanent/ semipermanent hair dyes
- developer cream
- ammonia free hair dyes
- bleaching products (powder/cream)
- haircare products (shampoo/conditioner etc.)
- perm/straightning products
- hairstyling products

current product catalogue:

<https://www.magentacloud.de/share/o62mwciyfw>

References and export activities

- currently distributing in 24 global country's

Target group

- experienced Distributors of professionell haircosmetic especially for hair dressers, beauty salons etc.

Competitive advantages

SERVICE

- On-site support and advice from the external sales team
- Training courses and seminars at regional locations as well as in the salon
- Internet orders for salon customers possible

INNOVATION

- high quality recipes
- since 20 years own development and production of cream hair colors with high quality oils
- needs-based development of salon products due to the proximity to the customer

PRODUCTS

- Made in Germany
- consistent price-performance ratio
- clear and structured product range
- short time of practice and learning for employees

Purpose of participation in the project

- find strong, professional and strategic partners

C:EHKO

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Annegret Ewald
CEO

Languages: German, English

Project:

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April 2021



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Croll & Denecke

since 1897



*natural sponge processing
and more – a family tradition
since 1897.*

Summary

ספק של ספוגים טבעיים ואביזרים לטיפוח אישי מחומרים טבעיים. עסק משפחתי עם פעילות בשוק האירופי למעלה מ-120 שנה.



made in Germany

www.crolldenecke.com

Company profile

Croll & Denecke was established by Gustav Croll and Theodor Denecke in 1897. Today Peter, Nina and Sara Hankiewicz run the family enterprise, which is specialized in processing raw natural sponges from the Mediterranean and the Caribbean, in the third and fourth generation.

Based on know-how handed down for over a century, the family enterprise in Bremen has developed into the leading supplier in the natural sponge trade in Europe and now sells its high-quality products in over 50 countries worldwide.

Products / Services

We resell natural accessoires for zero-waste bathrooms:

- natural sponges (baby care, eco cosmetics, menstrual hygiene)
- soap dishes from bamboo wood
- bath brushes from natural materials
- nail brushes
- loofah products
- liquid wood (soap dishes etc)
- bamboo tooth brushes
- shaving brushes
- dish washing brushes and chamois leather
- konjac sponges
- manicure / pedicure accessoires

References and export activities

Export to 50 countries, mainly in Europe.

Listings with large drugstore chains in Germany.

Target group

- supermarkets / department stores with eco focus
- drug stores/ pharmacies
- soap/ natural cosmetics manufacturers
- zero waste shops, conceptstores, gift stores
- online shops with natural focus

We're ideally looking for a distributor who sells brands from the same ranges to smaller shops (e.g. brands such as Hydrophil, Georganics, Redecker or local equivalents).

Competitive advantages

Large range of accessoires for natural cosmetics, catering to shops as well as brands for private label, we are a 'one-stop-shop'.

We can make deliveries plastic-free and adjust orders to customer preferences.

Purpose of participation in the project

- Finding new clients in Israel
- Understanding local import rules and anticipating potential issues
- Getting an idea about the local market and the demand/presence of zero-waste products.

*Croll &
Denecke*
since 1897

Croll & Denecke GmbH

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Project:

Israeli-German
business dialogue
18th-22nd online
April 2021

**Cosmetics,
Toiletry & Detergents**

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Federal Ministry
for Economic Affairs
and Energy



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME

Project of:



systems for business solutions



german-tech
.org



Summary
מוצרי ד"ר בקמן לניקוי הבית והכביסה. החלוצים במחקרים מעמיקים מעניקים פתרונות עם יעילות מירבית. סמכו על המומחיות של בעלי מקצוע השואפים להעניק לכם איכות בלתי מתפשרת.

made in Germany



Company profile

Delta pronatura is one of a few independent medium-sized companies distributing branded products worldwide. The company is managed by third generation owners Gerhard Krauss and Heiner Beckmann and – since 2016 – also by his son Nils Beckmann, representing the fourth generation.

Key Facts:

- Based in Egelsbach, Germany
- Family-owned since 1934
- (4 Generations)
- 59% export share in over 80 countries
- 2013: Awarded with the Hessen Export Award for “Innovative success strategies internationally”

Products / Services

DR. BECKMANN products represent a pioneering and unrelenting passion to provide the most effective and high quality, in-house solutions for specialist laundry and household cleaning.

Our products are the result of extensive research and refinement for excellent efficacy that you can trust.

Dr. Beckmann

Our product category provides a wide range of solutions:

- Stain Removal: Special, Universal, PreWash, On the go Stain Removers
- Washing Additives: Whitener, Colour Run Remover, Colour Protection, Laundry Scents, Odour Remover
- Household Cleaning: Appliance Cleaner, Surface Cleaner, Carpet Cleaner

References and export activities

Over the last 80 years, our brand has conquered more than 80 countries around the globe.

Dr. Beckmann has grown dynamically each year.

A main success-driver close and positive collaboration and partnership with our subsidiaries, joint ventures and strong distributors.

Target group

Our target group are all households in country which are interested in top quality and high efficiency products in the categories laundry care and household cleaning.

We are looking for one exclusive distributor for our products in FMCG, drugstores, online and electronic stores.

Competitive advantages

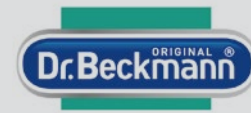
- Top quality and high efficiency of delta products justify a premium price policy with high margins!
- Unique product innovations and products for specific consumer requirements enable additional growth.
- Significant marketing investments in TV, Print and Below-The-Line activities!

Purpose of participation in the project

We are looking for a strong and active distribution company in Israel which will be able to present our products exclusively in Israel.

We would like to find a partner with a good connection to all main FMCG retailers. The company should be able to sell products in premium segment.

It would be great to find a partner which has experience in import and product registration in Israel.



delta pronatura Dr. Krauss & Dr. Beckmann KG

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Languages: German, English, Russian

Project:

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April 2021

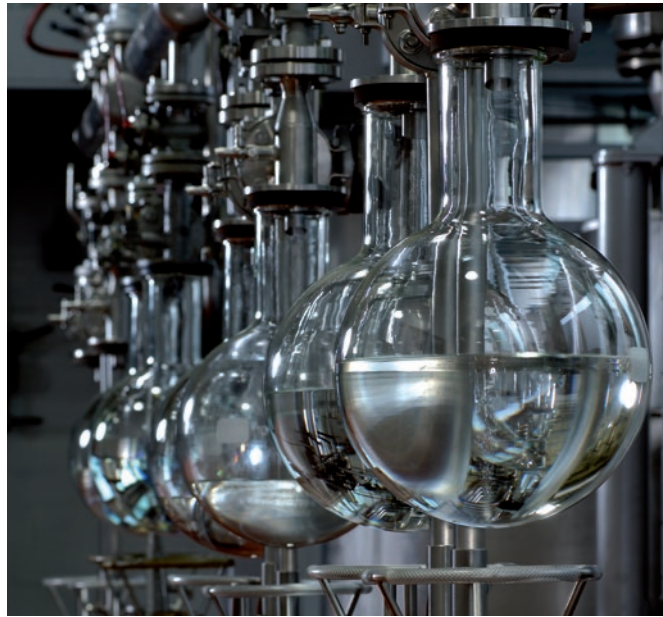


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Summary

יצרן גרמני וספק בינלאומי של שמני בשמים, שמנים אתריים, ריחות וניחוחות ברקחה ייחודית ויצירתית לשלל יישומים.





Company profile

Düllberg Konzentra GmbH & Co. KG with its headquarter in Hamburg is a German manufacturer and international supplier of creative perfume oils, essential oils, fragrances, flavours and natural ingredients for a wide variety of applications.

Our perfumers create unique fragrance compositions for fine fragrances, the cosmetics, detergents and cleaners industry.

German quality combined with international trends customized by perfumers – this is our formula for further business growth and success.

Products / Services

We develop and produce certified quality by outstanding creativity to offer tailor-made product solutions for:

- Fine Fragrances
- Personal Care Products (Body Wash, Body Care, Shampoos etc.)
- Home Care Products (Cleaners, detergents, softeners, air freshner etc.)
- Oral Care Products (toothpaste etc.)
- Pure natural fragrances
- Pharmaceutical Industry (essential oils as pharma ingredients)
- Technical Applications
- Essential oils

References and export activities

Approximately 50% of sales are generated in the Non-DA-CH- region (Germany, Austria and Switzerland).

The most important regions are Asia, Middle East, Western and Eastern Europe, Africa.

Own R&D Centers in Hamburg and Jakarta, Representative Office in Dubai.

Target group

Producers of:

- Fine Fragrances
- Personal Care Products
- Home Care Products
- Oral Care Products
- Pharmaceutical Industry
- Technical Applications

as well as competent and professional Distributors

Competitive advantages

Over 80 years of expertise in perfume oils and essential oils; creative perfume oils based on high quality ingredients (Kosher certification possible).

Serving small, medium-sized and big customers with customer-specific solutions.

High quality product standard (Made in Germany).

Purpose of participation in the project

Access to manufacturers of cosmetics and toiletries, homecare and laundry care products.

Access to manufacturers of OTC health products with essential oils as ingredients.

Selection of a professional sales partner (distributor) on site with a broad network to above-mentioned customers.



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Languages: German, English

Project:

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April 2021



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PHYRIS

SKIN CARE CONCEPT



Unique inspiration

Summary

PHYRIS SKIN CARE CONCEPT

טיפול 3 שלבים ייחודי מעניק תוצאות שרואים ומרגישים - מיד ולאורך זמן. לכל מי שאוהבת לחגוג את היופי האינדיבידואלי שלה. פיריס - השם להשראה שאין כמותה.

made in Germany





www.phyris-skincare.com

Company profile

The PHYRIS brand is a subsidiary of DR.GRANDEL GmbH, a family business completely independent and family owned, leaded in the 3rd generation by Dr. Gabriel Duttler & Ariane Grandel grandchildren of the founder Dr. Felix Grandel.

The company was founded in 1947 and has more than 70 years of experience in the manufacture of health and beauty products.

100% Made in Germany
100 % Made in Augsburg

Products / Services

High quality products with approximately 100 SKUs in retail, structured in 15 series.

Flexible module assortment for successful retail sales.

Professional sizes for treatments.

Personal Service provided by one professional trained consultant for each country.

Marketing Material and Exhibition Support.

Exclusive Business Partner Website (B2B Portal) with the latest news, offers and information.

Trainings by experienced and professional experts in your country or in our facilities in Germany.

Regular updates concerning the PHYRIS assortment.

Registration support.

References and export activities

Distribution worldwide in 50 countries.

Over 50 % of PHYRIS products are sold abroad.

Participation in the mos important cosmetics trade fairs worldwide.

Regular cooperation with foreign chambers of commerce.

Target group

Experience and established reputation on the cosmetics market.

Profound knowledge of the local market.

Access to the relevant market struktures.

An ongoing business in pharmacy or retail chains, beauty, salon chains, wholesalers,duty free or similar businesses with multichannel orientation.

Experience with the registration of cosmetics products.

Competitive advantages

Decades of experience as a family-owned business on the beauty market.

Multiple awarded regarding product effects,packaging and customer satisfaction.

Research, development, quality assurance in own laboratories.

Purpose of participation in the project

- Finding a longterm distribution partner in Israel
- Learning of the market, rules and terms
- Networking

PHYRIS
SKIN CARE CONCEPT

**PHYRIS Beauté GmbH by
DR.GRANDEL GmbH**

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Languages: German, English

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Project of:



SBS
systems for business solutions



german-tech
.org



PonyHuetchen



made in Berlin
- premium quality



naturally effective



botanical ingredients



vegan & cruelty free

Summary

קוסמטיקה טבעונית וחדשנית -
מפותחת ומיוצרת באהבה
ובמיומנות רבה בברלין.



made
in Germany

www.ponyhuetchen.com

Company profile

Things We Love GmbH, based in Berlin, was founded in 2015 and produces innovative, vegan natural cosmetics under the PonyHütchen brand. We distribute our products using a multi-channel concept via our own online shop, a network of retailers, our brick-and-mortar store in Berlin, as well as through online marketplaces such as Amazon.

In our in-house production facility in Berlin, we meticulously handcraft little cosmetic gems that stand for individuality, conscious consumption and sustainability in a world of mass-produced, ready-made goods.

Products / Services

We stand for fresh and modern natural cosmetics with a generous portion of #ponypower and a whole lot of fun. Our products are sustainable, vegan and made from high-quality, natural ingredients.

Both in tune with nature and urban, modern yet aware of its roots, both natural and effective, plus cute and cool: that's PonyHütchen.

Our products have nothing to do with the idea of going without, but instead are fresh, visually appealing and fun. They are uncomplicated, natural and effective. They neither cover up nor fake anything, but emphasise individual, natural beauty and thus the personality of each individual customer.

Our range includes a complete selection of body and face care products.

References and export activities

Cooperation with dm-drogerie markt GmbH + Co. KG

Target group

Our target group is women between the ages of 25 and 44 with above-average incomes who are interested in topics such as sustainability, health and veganism.

For them, environmental and social awareness on the one hand and taking pleasure in consumerism on the other are in now way mutually exclusive, but rather belong together.

Competitive advantages

Things We Love GmbH specialises primarily in sustainable cosmetic products such as solid shampoos, hand creams and conditioners, as well as aluminium-free deodorant creams.

Purpose of participation in the project

Making new contacts and a possible entry into the Israeli market are our goals.



PonyHütchen

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Languages: German, English

Project:

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and Energy



**MITTELSTAND
GLOBAL**
FOREIGN MARKET
ENTRY PROGRAMME

Project of:



SBS
systems for business solutions





SHAZAY

luxurious hair care

with diamond filtered water



www.shazay.com

Summary

"שזאי" הוא מותג מובחר לטיפוח שיער מיוצר באופן בלעדי בגרמניה. המוצרים פרי מחקר מעמיק ומכילים עד 80% רכיבים חדשניים כדי להעניק לקרקפת ולשיער יופי ומראה בריא יותר.

 made in Germany



Company profile

Babiel Cosmetics GmbH is a start-up family business founded in September 2018 in Düsseldorf. With more than 25 years of experience in the hair cosmetics sector Babiel Cosmetics enters the international market with the innovative luxurious hair cosmetics line SHAZAY. All products are only Made in Germany to preserve the highest standards of quality, performance and care. Water- main ingredient of the majority of cosmetic products- is diamond filtered in our products. Our partners benefit from several advantages: We provide the best-in-class education for your team, savvy marketing and sales support, numerous on-point merchandising products and above all, the most innovative and luxurious care line for beautiful hair: SHAZAY!

Products / Services

SHAZAY's luxury products are divided into five categories:

Supreme Line: Rich care for thick and coarse hair - without parabens, sulfates and microplastics.

Essential Line: Precious care for fine to medium hair without parabens, sulfates, microplastics.

Men's Best: Special care for all bearded and gentlemen.

Special Solution: Gentle care for hair with special requirements.

Style Selection: Phenomenal results without any compromise - the perfect companion for every style.

Upcoming: Professional products such as Digital Perm, Repair Systems and much more.

Every single treatment with SHAZAY will remind you of your favorite spot for a little exclusive relaxation.

References and export activities

Since the launch of our brand in Delhi and Mumbai at the beginning of March 2019, SHAZAY went around the world: Bologna, Dubai and Tokyo, Chile, Moscow, Australia and Taiwan. In 2020 we went virtually to Italy, Vietnam, Singapore, Indonesia and South Africa. Our partner in India brought SHAZAY in Asia to life. Expect more!

Target group

We are looking for a reliable partner, who sells SHAZAY exclusively to hairdressers, beauty salons, spas and / or in a suitable online shop with the same passion as we do. The target group of end consumers is between 25 and 60.

Competitive advantages

Water- source of life and main ingredient of most cosmetic products. To receive water as pure as possible we use a German patent: diamond-coated electrodes. Diamond-Filtered Water contains important minerals, trace elements and more active ingredients. Because of its purity, it transports more cleaning & caring substances to hair & scalp.

Purpose of participation in the project

Israel is a new and excited market that we would like to get to know better. The highlight would be to find a reliable partner who exclusively sells SHAZAY in Israel.



SHAZAY

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Languages: German, English, French

Project:

Israeli-German
business dialogue
18th-22nd online
April 2021



Supported by:



Project of:



 AHK

Deutsch-Israelische
Industrie- und Handelskammer
לשכת המסחר והתעשייה
ישראל-גרמניה

Israeli Chamber of Industry & Commerce'. It was founded in 1967 and is a business-to-business organisation of numerous Israeli and German member firms. The Chamber's commercial services help an array of companies each year to start and expand their export activities by providing business contacts, information and advice.

The German-Israeli Chamber of Commerce stands for quality. Our employees are our most important asset. We offer subject-specific expert knowledge in combination with the Israeli-German language and cultural competence. We offer tailor-made support - from the first information to the daily support in your current business. We continue to evolve through critical internal discussions and continuous engagement with our members and customers. The aim of AHK Israel is to promote German-Israeli trade and to represent the interests of its members. We work hard for your success!



SBS

systems for business solutions

SBS systems for business solutions is a 1999 established private consulting agency, with two decades of experience in the planning, development and implementation of international projects. Moreover, the company offers services such as workshops, events and individually organized B2B-meetings, as well as individual strategies for market entries and assistance for the coordination of international teams for the German-speaking and Italian market.

Since 2006, SBS has been organizing hundreds of internationalization projects from delegation trips abroad to big virtual conferences on behalf of several German ministries and other foreign

AHKs are closely connected to the Chambers of Industry and Commerce (IHKs) in Germany. Together, they support German companies with establishing and extending their business relations to foreign countries. The umbrella organisation of the IHKs is the German Association of Chambers of Industry and Commerce (DIHK), which also coordinates and supports the AHKs. Furthermore, cooperation with various German trade associations strengthens the link between AHKs, businesses and markets. The German-Israeli Chamber of Industry & Commerce is supported by the Federal Ministry of Economics and Technology in accordance with a Resolution of the German Parliament.

In 130 locations and 90 countries around the world, members of the German Chamber Network (AHKs) offer their experience, connections and services to German and foreign companies. AHKs are located in all countries which are of special interest for German companies.

governmental institutions. In addition, SBS has been honored by the Italian Ministry of Economic Development with the title of "Temporary Export Manager". A highly-skilled team of project managers with multinational backgrounds, based in Berlin and Rome, is sensitized for the topic of cultural differences and therefore knows how to approach difficult cultural issues. In fact, SBS applies cross-cultural thinking and designs custom-made solutions that overcome intercultural borders to find the right partners for their clients. Thanks to a strong partner network and more than 600 German and international clients, SBS is able to facilitate a successful market entry in the most emerging and attractive markets worldwide.

Cosmetics Toiletry & Detergents

In collaboration with



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Business success through cross-culture thinking

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