



Press Release

Delegation trips to Brazil and South Korea – with MC

MEDIA CONSULTA organises business trips for small and medium enterprises in collaboration with Germany Trade and Invest

Berlin, April 8th 2010. MEDIA CONSULTA (MC) offers small and medium enterprises (SMEs) a jumpstart into international business. On behalf of the economic development organisation Germany Trade and Invest, MC is planning and implementing several business trips to Brazil and South Korea.

In the middle of March, the first of the three journeys led to São Paulo, Rio de Janeiro und Porto Alegre. Representatives of eighteen small and medium enterprises from the field of rail technology got together with industry experts and potential Brazilian business partners and gained extensive insight into their working processes, concrete projects and used technologies. In addition to company inspections and business meetings, the German attendees discussed together with association members and politicians like Julio Cesar, Rio de Janeiro's Minister of Industry and Development, how they could invest in the Brazilian market. The special highlight for all delegation members was visiting the underground corporation Metrô São Paulo. After a guided company tour, the group visited an underground station that hasn't even opened yet.

This week, there are further delegation trips on the agenda: From April 11th to 18th, German enterprises operating in the area of safety technology will meet with companies, politicians and policemen in Brazil. During a planned visit to the football stadium Maracanã in Rio de Janeiro, officials will explain how its safety measures should be enlarged for the World Cup 2014 in Brazil. The next journey to Seoul, South Korea during the second half of the year will focus on engineering enterprises.

Through practical information, consulting, and making contacts at the destination, companies will be able to familiarise themselves with the target



market and develop their own plans for foreign investment through discussions with potential partners and clients. The delegation trips will also help to increase business relations between Germany and Brazil, as well as South Korea.

All informational and contact events will take place on behalf of, and with financial support provided by, the German Ministry of Business and Technology (BMWi). MEDIA CONSULTA's pivotal role includes setting up the programme schedule and on-site co-ordination, as well as implementing all events and looking after participants in the destination markets.

Footage:

Picture 1: Delegation members visiting the Metrô São Paulo.

Picture 2: Representatives from economy and politics explaining the aims of new railway technology during the business trip in Brazil.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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