



### SHARED PLANNING, FINANCING AND IMPLEMENTATION

Development partnerships between GTZ and the private sector

# Public-Private Partnerships

## PPP – Successful in partnership

Since 1999 Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) has been supporting private companies' long-term activities in developing countries through Public-Private Partnerships. Behind these partnerships stands the conviction that if both parties pool their resources, they can achieve their respective objectives better, faster and at lower cost.

Above all, small and medium-sized enterprises that are active in developing and newly industrialising countries currently enjoy the benefits of the PPP programme. Whether training experts on location, entering new markets using technology and know-how, or improving the quality of locally produced goods, the programme offers a wide range of opportunities.

Private-sector investment creates jobs, enhances know-how and generates income for the people in the region. This is precisely the goal of German cooperation with developing countries.

## PPP – How do they work?

Public-Private Partnerships are financed through a fund provided by the German Federal Ministry for Economic Cooperation and Development (BMZ). PPP projects between GTZ and companies are jointly planned, financed and implemented. GTZ contributes staff and/or funding of up to 200,000 euro per project.

Potential partners can be companies and associations from EU Member States; further (affiliated) companies in the countries in question can be included as additional partners.

## What does GTZ offer?

As a government-owned enterprise for international cooperation, GTZ is active in more than 120 countries around the world. It has offices in more than 60 countries in Asia, Latin America, Africa, Eastern and South-Eastern Europe and the Commonwealth of Independent States. GTZ thus supports complex development and reform processes and contributes to sustainable development worldwide, largely on behalf of the Federal Government of Germany.

Approximately 11,000 GTZ experts offer wide-ranging expertise and extensive experience in several areas. Advisers on site maintain close contact with governments, authorities, institutions and organisations in their host countries. When used appropriately within the framework of a Public-Private Partnership, these competencies and contacts can significantly accelerate private companies' success, or even enable them to become active in the first place.





## Certain criteria apply

Four criteria must be met before GTZ can contribute to a PPP project:

- The projects must have solid economic and development-policy objectives while making a tangible contribution in the partner country.
- The scope of the project must extend beyond the company's core business, as PPP contributions are not subsidies.
- The partner companies must bear a significant proportion of the project costs, generally at least 50 per cent.
- The projects must be in line with the German government's development policy guidelines (more information on countries and sectors is available upon request).

Interested companies may submit their project proposals informally to GTZ's Center for Cooperation with the Private Sector. Our project managers are also happy to discuss any plans in an initial meeting.

## Future cooperation and alliances

The success of previous development partnerships with the private sector has prompted GTZ to increasingly involve private-sector companies in general technical cooperation (TC) with developing countries. This will enable private-sector business activities to be conducted in parallel with TC projects as part of PPP measures. Private-sector companies can thus benefit directly from government arrangements between the Federal Republic of Germany and its partner countries. In addition, strategic alliances with companies are viewed as a suitable vehicle for launching long-term, broadly based measures that take into account both the companies' economic interests as well as the development policy objectives of TC.

## A successful track record

In the first three years of the PPP programme, in cooperation with German companies and associations, GTZ launched more than 200 projects in 60 countries worldwide. Some 88 million euro was allocated to these projects, with a public contribution of approximately 39%.

**Are you planning  
projects in developing  
countries?  
Then talk to us.**

### Contact:

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## Small beans – big demand

### Kraft Foods and GTZ improve the quality of Peruvian raw coffee

Quality is always a matter of definition. In this regard, international coffee purchasers are quite clear about what they want. However, until recently such quality standards were practically unknown in Peru, nor did any internal, generally accepted standards exist. The introduction of both quality standards and a certification procedure intends to improve the reputation of Peruvian coffee on the world market.

Kraft Foods Deutschland, producer of the Jacobs coffee brand, has been committed to improving the quality of Peruvian raw coffee for a number of years. It is evident that the success of these efforts can only be sustained if a national quality assurance and certification system is put in place. Such a system has now been implemented as part of a PPP project in cooperation between Peru's coffee chamber Camera Peruana de Café and GTZ. And the project was successful: the international coffee exchanges' markdowns on Peruvian coffee due to its inferior quality have already been clearly reduced.

#### THE ADVANTAGES:

- Nationwide establishment of approved quality standards for coffee,
- transfer of know-how and skills required to produce and market quality coffee,
- lower markdowns for Peruvian coffee on the New York Exchange,
- increasing demand for and production of coffee in Peru.



*"In many countries we used to have a situation where development aid and the private sector were unaware of the other's activities. I believe that these cooperative ventures are absolutely the right way to go. Not only does technical cooperation now have a stronger focus on the market economy, but there is also a real benefit for the countries."*

Rolf Sauerbier, Director of Corporate Affairs, Kraft Foods Deutschland



## Campaigning against the unmentionable

**DaimlerChrysler South Africa in the fight against Aids**

In practically no other country are more people HIV-infected than in South Africa. Aids has become an epidemic of such enormous proportion that the economy is feeling the painful consequences. Longer absences due to illness, rising mortality rates among expert staff, decreasing productivity in the plants and increasing costs: Aids is having a tangible financial impact on more and more South African companies.

DaimlerChrysler South Africa (DCSA) and GTZ are fighting the disease together. DCSA wants to "inoculate" its workforce against HIV infection systematically and continuously with education and information. However, the automotive manufacturer was inexperienced in such matters and sought professional support.

As part of a Public-Private Partnership GTZ and DCSA have teamed up to develop a corporate strategy on how to deal with Aids in the workplace and to inform and educate the DCSA workforce on health matters. Yet the main aim is to develop a corporate strategy that can be transferred also to companies elsewhere in Africa. This venture thus supports the disease-fighting efforts of the South African government, which urgently requires companies to play a pioneering role.



*"Without*

*GTZ we would never have been able to shape this project as well as we did. We are fully satisfied with the cooperation."*

Christoph Köpke, CEO and Chairman,  
DaimlerChrysler South Africa

### THE ADVANTAGES:

- Expert support for the development of a company-specific strategy to combat Aids,
- development of a model campaign for private sector companies,
- motivation for stronger commitment of the private sector to the fight against Aids,
- contribution to international development in this area.



## Tailor-made jobs

### Textile Partners brings hope to the city of Visaginas

Lithuania's textile industry suffers from a shortage of specialist staff. The impact is also felt by the company Visatex in the region of Utena, a subsidiary of the German holding company Textile Partners. Despite Visatex' considerable efforts and investments in training the workforce, its productivity remains as low as 70 to 80 per cent.

In cooperation with GTZ and local training centres, the company instructs staff, the unemployed and trainers on a major scale. Quality management and assurance, workflow organisation and preparation, cutting and sewing techniques and basic IT skills are all on the timetable. In consequence, Visatex can benefit from access to qualified specialist staff, while the region gains basic training services in the textile industry which are needs-oriented and tailored to market conditions. The PPP project is a major force driving this expansion.

#### THE ADVANTAGES:

- Textile Partners has access to qualified specialist staff,
- industry-specific know-how is transferred into the country,
- new jobs are created in a structurally weak region.

*“Within the framework of the PPP project with GTZ we were able to motivate the local institutions to make good use of the programme we are offering. The facilities of our plant, such as our own sewing school and the IT department, were put to the best possible use.”*

*Andreas Hüchting, Managing Partner, Textile Partners*





## Handle the treasures with care

### Primavera Life stabilises its connections to Nepal

The Himalayas are seen as a rich source of medicinal plants. However, 90 per cent of the collected plants are exported practically uncontrolled to India.

As a result, some of the species are highly endangered or even already extinct: a situation threatening not only the supply of raw materials to the pharmaceuticals industry, but also the incomes of the rural population in Nepal.

One of Germany's leading buyers and marketers of the essential oils extracted in Nepal is Primavera Life. The company has been active in Nepal since 1992 and aims to build up a long-term, secure contract production. In addition, it wants to support its partners step by step in developing oils that are 100 per cent natural and where possible, certified as being organically produced.

For this reason, GTZ cooperates with the German company in training local specialist staff in organic farming methods and the controlled gathering of wild plants. Besides Primavera's partner, Shambala Herbal & Aromatic Industry, other Nepalese companies also benefit from this arrangement.

#### THE ADVANTAGES:

- Primavera has long-term access to high quality products from Nepal,
- the Nepalese partner company is establishing stable business relationships with Germany,
- other Nepalese companies benefit from the transferred know-how,
- the farming methods used locally are in line with ecological, environmentally sound standards.



*"We were amazed: once we had proposed the project, everything happened very fast and unbureaucratically. There were no long discussions – there was action."*

*Gerhard Benz, Head of Production,  
Primavera Life*

### OUR PARTNERS AROUND THE WORLD

ABB Service, Dortmund – THAILAND  
 Abies Computer-Systeme, Göttingen – SRI LANKA  
 Afrika-Verein, Hamburg – SUPRA-REGIONAL AFRICA  
 Akut Umweltschutz Ingenieurgesellschaft, Berlin – BRAZIL  
 Aldebaran, Hanover – SUPRA-REGIONAL AFRICA  
 Alfred L. Wolff, Hamburg – PR CHINA  
 Alfred Ritter, Waldenbuch – NICARAGUA  
 Allexim Handel, Hamburg – PR CHINA  
 Aluteam Fahrzeugtechnik, Polch – POLAND  
 Architektenkammer Baden-Württemberg, Stuttgart – ETHIOPIA  
 ATC-International Service, Bremen – GHANA  
 AVE-Aussenhändlersvereinigung des deutschen Einzelhandels, Cologne – INDIA  
 Aventis CropSciences, Frankfurt – UGANDA, TURKEY  
 Awatech, Isernhagen – JORDAN  
 Bark Cloth, Ebringen – UGANDA  
 BCS Öko-Garantie, Nuremberg – SUPRA-REGIONAL  
 Bertelsmann Stiftung, Gütersloh – EGYPT  
 Berufsfachschule für den Rettungsdienst, Erbach/Erbach – PERU  
 Bildungszentren des Bauhandwerks, Krefeld – ETHIOPIA  
 Bio-Energy, Neuchâtel – SENEGAL  
 Bionorica, Neumarkt – INDONESIA  
 Bioplanta, Delitzsch – PERU  
 BioSoil Deutschland, Halle/Saale – RUSSIAN FEDERATION  
 Boehm & Leckner, Kunststofftechnik, Bremen – SRI LANKA  
 Brehme, Waldsrode – PARAGUAY  
 CDF-Computeranwendungen für Druck und Fertigung, Ulm – PR CHINA  
 Cisco Systems Deutschland, Hallbergmoos – POLAND  
 Comazo, Albstadt – RUSSIAN FEDERATION  
 CSB Consulting Software, Bonn – BANGLADESH  
 DaimlerChrysler, Stuttgart – MALAYSIA  
 Deichmann Schuhe, Essen – INDIA  
 Deutsch-Arabische Industrie- und Handelskammer, Berlin – EGYPT  
 Deutsch-Chilenische Außenhandelskammer, Santiago – CHILE  
 Deutsche TD Fena-Frier, Neunkirchen-Seelsch – TANZANIA  
 DG International Consulting Projects, Frankfurt – THAILAND  
 Ding Dong Baby- & Kindermoden, Albstadt – Lautlingen – TURKEY  
 Diwan, Lübeck – LAOS  
 Dräger Forum, Lübeck – SOUTH AFRICA, GHANA  
 Dudra East, Bochum – PAKISTAN  
 Düsseldorfer Consult, Düsseldorf – THAILAND  
 Eco & Fair, Bremen – PR CHINA  
 Ecocontrol, Osterode – POLAND, SUPRA-REGIONAL  
 ECO-Nature-Edition, Oberaula – MONGOLIA  
 Ecotex, Baden-Baden – TUNISIA  
 EPOS Health Consultants, Bad Homburg – SENEGAL  
 Faber Recycling, Schlierschied – BRAZIL  
 Faber, Wilhelm, Alzey – THAILAND  
 Fagus-GreCon Greten, Alfeld (Hanover) – PHILIPPINES  
 Feldmeyer, Hinrich, Bremen – REP. CONGO  
 Festo, Esslingen – PR CHINA  
 Festo Didactic, Denkendorf – INDONESIA  
 Fischer Unternehmensgruppe, Waldachtal – PR CHINA  
 FIW Wasseraufbereitungstechnik und -vertrieb, Cologne – PR CHINA  
 Flora 2000, Filderstadt – PHILIPPINES  
 Freiburger Energie- und Wasserversorgung, Freiburg – IRAN  
 Fritz Werner Industrie-Ausrüstungen, Geisenheim – ALGERIA  
 FZB Biotechnik, Berlin – SUPRA-REGIONAL AFRICA  
 Gardeur, Mönchengladbach – TUNISIA  
 Garment & Garment, Munich – PR CHINA  
 Gepa Fair Handels-Haus, Wuppertal – COLOMBIA  
 Getec Trade, Darmstadt – PHILIPPINES  
 GFM Gerhard Fuchs Mitsdörfer, Munich – ETHIOPIA  
 Global Trade Training, Randburg – SOUTH AFRICA  
 GfRS-Gesellschaft für Ressourcenschutz, Göttingen – LATVIA  
 GfS (Gesellschaft für Strukturentwicklung), Herrenberg – MONGOLIA  
 Grafo Team, Cologne – PR CHINA  
 Gühring OHG, Sigmaringen – INDIA  
 Handwerkskammer Kassel – RUSSIAN FEDERATION  
 Hanke Elektronik, Königswinter – SOUTH AFRICA  
 Heineken International Amsterdam – SUPRA-REGIONAL  
 Hellamex, Mexico City – MEXICO  
 Henzler, Taufkirchen – PR CHINA  
 Hipp, Pfaffenholz – CUBA  
 Holsten Brauerei, Hamburg – SOUTH AFRICA  
 Hornung Indupress, Hösbach – BULGARIA  
 IA Ingenieurbüro für innovative Abfallwirtschaft, Munich – COLOMBIA  
 IDS Scheer, Saarbrücken – BULGARIA  
 IHK Bonn – PR CHINA  
 IMR Image Management Rath, Kirchheim/Teck – RUSSIAN FEDERATION  
 INDO Gema Handel, Idar-Oberstein – INDIA  
 Infoterra, Friedrichshafen – INDONESIA  
 INGENATIC, Karlsruhe – SOUTH AFRICA  
 Ingenieurbüro Prof. Ewald Pruckner, Marbach – PR CHINA  
 Ingenieurbüro Seidler, Frankfurt – BOLIVIA  
 Institut für Agribusiness, Giessen – UKRAINE  
 IPP Consult, Hildesheim – EGYPT  
 Kanz, Josef, Neufra – BANGLADESH, TURKEY  
 Karl Adolf Zenner Wasserzählerfabrik, Saarbrücken – RUSSIAN FEDERATION  
 Karstadt, Essen – CARIBBEAN

KHA International, Burghann – NAMIBIA  
 Kientzler, Gensingen – COSTA RICA  
 KLT-Consult, Garbsen – PERU  
 Kraft Foods Deutschland, Bremen – VIET NAM, PERU  
 Kügelgen & Partner, Bonn – SOUTH AFRICA, THAILAND  
 Landjugendverlag, Bad Honnef – KENIA  
 LDT – Lehranstalt des deutschen Textilhandels, Nagold – INDIA  
 Leistner & Schreyegg, Stuttgart – PR CHINA  
 Liedtke, Leipzig/Engelsdorf – PERU  
 LOOKS Mediengruppe, Rostock – BOTSWANA  
 M + B Montage- u. Gerätebau, Weimar – PR CHINA  
 MAL, Mainbernheim – SRI LANKA  
 Mannesmann Rexroth, Lohr am Main – INDONESIA  
 Marquardt, Rietheim-Weilheim – TUNESIA  
 Mars, Viersen – CÔTE D’IVOIRE  
 Mayer & Cie., Albstadt – INDIA  
 Melchers Aromen, Bremen – PR CHINA  
 Melior International, Hanover – PR CHINA  
 Merck, Darmstadt – PR CHINA  
 Messe Düsseldorf – MEXICO  
 Mikon Mineralien-Kontor, Seeburg – BOLIVIA  
 Mister Mango Südfucht, Darmstadt – MALI  
 MTS – Mathematisch Technische Software Entwicklung, Berlin – VIETNAM  
 Naturkost Elkershausen, Göttingen – CUBA  
 Naturland, Gräfeling – ECUADOR  
 Naturland Zeichen, Gräfeling – MEXICO  
 Neue Sentimental Film, Frankfurt – UGANDA  
 Neumann Gruppe, Hamburg – MEXICO, UGANDA  
 NFC-Naturfaser Consulting, Kirchberg – BANGLADESH  
 Niem-Handel, Gräfeshiem – DOMINICAN REPUBLIC  
 Nixdorf Consult, Gerlingen – ETHIOPIA  
 Norbert Horschmann Schmuck Vertrieb, Aachen – INDONESIA  
 Noris Entsorgung, Hanover – RUSSIAN FEDERATION  
 Novem Car Interior Design, Vorbach – HONDURAS  
 Osram, Munich – INDIA  
 Ostasiatischer Verein Hamburg – SUPRA-REGIONAL ASIA  
 Otto Versand, Hamburg – PR CHINA, INDIA  
 Peter Botz Gartenbaubetrieb, Roisdorf – MEXICO  
 Primavera-Life, Sulzberg – PERU  
 Printpromotion, Frankfurt (Main) – EGYPT  
 Projects, Spardorf – THAILAND  
 ProWood, Frankfurt – ARGENTINA  
 RAG, Essen – PR CHINA  
 Rapunzel Naturkost, Legau – SRI LANKA  
 Rhode & Schwarz, Munich – RUSSIAN FEDERATION  
 RIK Wasseraufbereitungstechnik und -vertrieb, Dülmen – PR CHINA  
 RWE Aqua, Essen – TUNESIA  
 SAIFI, Stuttgart – SUPRA-REGIONAL AFRICA  
 Salus-Haus Naturzneimittel, Bruckmühl – SOUTH AFRICA  
 Schering, Berlin – BOLIVIA  
 Schulze & Hermßen, Dahlenburg – KENIA  
 Seeberger Spezialitäten – TURKEY  
 Sicad Geographic Information Systems, Munich – PR CHINA  
 Siemens, Erlangen – VIET NAM  
 Siemens, Munich – ARGENTINA  
 Sigloch Maschinenbau, Blaufelden – PR CHINA  
 Solar Energie Technik, Altlußheim – BOLIVIA  
 Stadt Freiburg – IRAN  
 Stadtwerke Leipzig – RUSSIAN FEDERATION  
 Stahlbau Vietzke, Stechau – MONGOLIA  
 Stefan Messer, Königstein i. Taunus – CUBA  
 Studiosius Reisen München – SUPRA-REGIONAL  
 Sturm Handelsgesellschaft, Rottenburg – TUNESIA  
 STZ Bildungszentrum Zwickau – PERU  
 SWR Engineering Messtechnik, Augen – INDIA  
 TBW, Frankfurt (Main) – CHILE, PERU  
 Textile Partners, Bremen – BULGARIA, LITHUANIA  
 Train, Bonn – SOUTH AFRICA  
 Transfair, Cologne – BRAZIL, SUPRA-REGIONAL  
 Treuhaft, Berlin – ROMANIA  
 Trifolio-M, Lahnau – BRAZIL  
 TÜV Thüringen, Jena – LITHUANIA  
 Twistringen RMB Dränfilter, Twistringen – SRI LANKA  
 Unilever Bestfoods Deutschland, Heilbronn – GHANA  
 Unionmatex Industrieanlagen, Schwalbach a. Ts – TANZANIA, ETHIOPIA  
 Unternehmerverband Sachsen, Chemnitz – SERBIA  
 Van Laak, Mönchengladbach – TUNESIA  
 VDMA, Frankfurt – INDONESIA  
 Veba Oil & Gas, Essen – VENEZUELA  
 Verband des deutschen Blumengroß- und Importhandels, Düsseldorf – SUPRA-REGIONAL  
 Voith Turbo, Heidenheim – RUSSIAN FEDERATION  
 W. L. Gore & Associates, Putzbrunn – SYRIA  
 WALA-Heilmittel, Bad Boll – ROMANIA  
 Walter U. Lebensbaum, Diepholz – MALAWI  
 Wastema W. Steinhauser, Veringenstadt – INDIA  
 Werbelicht Jeroma, Bremen – PR CHINA  
 Werkstoffzentrum Rheinbach – VIET NAM  
 Weser-Champignon, Hessisch-Oldendorf – UKRAINE  
 Würth, Marbach/Neckar – BRAZIL

