



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.

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%.

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.

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

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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-Aussenhandelsvereinigung 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- & Kindermöden, Albstadt – LAUTLINGEN – TURKEY
 Diwan, Lübeck – LAOS
 Dräger Forum, Lübeck – SOUTH AFRICA, GHANA
 Dudra East, Bochum – PAKISTAN
 Düsseldorf 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 Greden, 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 – TUNESIA
 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
 Haneke Elektronik, Königswinter – SOUTH AFRICA
 Heineken International Amsterdam – SUPRA-REGIONAL
 Hellamex, Mexico City – MEXICO
 Henzler, Taufkirchen – PR CHINA
 Hipp, Pfaffenhofen – CUBA
 Holsten Brauerei, Hamburg – SOUTH AFRICA
 Horning 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 Gems 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 Medienproduktion, Rostock – BOTSWANA
 M + B Montage- u. Gerätetechnik, 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, Gräfelting – ECUADOR
 Naturland Zeichen, Gräfelting – MEXICO
 Neue Sentimental Film, Frankfurt – UGANDA
 Neumann Gruppe, Hamburg – MEXICO, UGANDA
 NFC-Naturfaser Consulting, Kirchberg – BANGLADESH
 Niem-Handel, Griesheim – DOMINICAN REPUBLIC
 Nixdorf Consult, Gerlingen – ETHIOPIA
 Norbert Horschmann Schmuck Vertrieb, Aachen – INDONESIA
 Noris Entsorgung, Hanover – RUSSIAN FEDERATION
 Novem Car Interior Design, Vörs – 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
 SAFRI, Stuttgart – SUPRA-REGIONAL AFRICA
 Salus-Haus Naturarzneimittel, Bruckmühl – SOUTH AFRICA
 Schering, Berlin – BOLIVIA
 Schulze & Hermsen, Dahlenburg – KENIA
 Seeberger Spezialitäten – TURKEY
 Sicad Geographic Information Systems, Munich – PR CHINA
 Siemens, Erlangen – VIET NAM
 Siemens, Munich – ARGENTINA
 Sigloch Maschinenbau, Blaubeuren – PR CHINA
 Solar Energie Technik, Altlussheim – BOLIVIA
 Stadt Freiburg – IRAN
 Stadtwerke Leipzig – RUSSIAN FEDERATION
 Stahlbau Vietzke, Stechau – MONGOLIA
 Stefan Messer, Königstein i. Taunus – CUBA
 Studiosus Reisen München – SUPRA-REGIONAL
 Sturm Handelsgesellschaft, Rottenburg – TUNESIA
 STZ Bildungszentrum Zwickau – PERU
 SWR Engineering Messtechnik, Auggen – INDIA
 TBW, Frankfurt (Main) – CHILE, PERU
 Textile Partners, Bremen – BULGARIA, LITHUANIA
 Train, Bonn – SOUTH AFRICA
 Transfair, Cologne – BRAZIL, SUPRA-REGIONAL
 Treuhant, Berlin – ROMANIA
 Trifolio-M, Lahnau – BRAZIL
 TÜV Thüringen, Jena – LITHUANIA
 Twistringer 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, Veringerstadt – INDIA
 Werbelicht Jeroma, Bremen – PR CHINA
 Werkstoffzentrum Rheinbach – VIET NAM
 Weser-Champignon, Hessisch-Oldendorf – UKRAINE
 Würth, Marbach/Neckar – BRAZIL



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