

A German company, specialised in sales and engineering in the automotive sector, is acting as a sales agency representing suppliers at OEM, 1st and 2nd tier level. They are looking for manufacturers and suppliers (principals) to the automotive industry

Summary

Profile type	Company's country	POD reference
Business request	Germany	BRDE20220706011
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
<u>Tanja GÖB-ZEIZINGER</u>	6/7/2022 6/7/2023	07/06/2022

General Information

Short summary

A German established sales agency represents suppliers to the automotive OEM, 1st and 2nd tiers. They request manufacturers of seat structures, stampings, synthetic greases or rubber, large plastic parts and other products (composites, batteries, electric motors, window regulators, cameras, navigation systems, sensors and electrical systems) interested in a commercial agency agreement.

Full description

The German company is specialised in sales and engineering, representations, technical consulting and product development for the automotive industry with expertise in die-castings, forgings, machining and synthetic greases. They dispose of more than 20 years international experience in sales and engineering services for suppliers to automotive customers OEMs, 1st and 2nd tiers in Europe and the USA. They are located closely to many automotive companies in the Rhine-Main-Area and have longterm relationships to key OEMs and 1st and 2nd tier automotive companies not just in Germany but also Europe.

As a sales agency, they represent suppliers at OEM, 1st and 2nd tier level. They help their principals to grow the business with the automotive customers. They have a history of involvement in many international OEM and 1st tier projects in Europe and the USA. The sales and engineering company has excelled in creating sales of more than 247

million USD for one principal. They have also a record of creating business partnerships and plant acquisitions. Business relationships exist with German, French and American OEMs, 1st and 2nd tier companies.

Currently, they are looking for more representations, i.e. stampings and seating (seatstructures) under a commercial agency agreement to widen their portfolio of offered products. The company also wants to expand its business internationally.

Products requested are:

- composites
- batteries
- seat structures
- stampings
- deepdrawn parts
- die-castings in aluminum and magnesium
- large plastic injection molded parts
- electrical connectors
- synthetic greases
- electric motors
- window regulators
- cameras
- navigation systems
- sensors and electrical systems

Besides companies from Europe, the German company is especially interested in partnerships with companies from Canada, USA, China, Japan and UK.

Advantages and innovations

- longterm relationships and proofed contacts with OEMs, 1st and 2nd tier companies
- more than 20 years experience in sales and engineering of automotive components and technologies
- detailed knowledge in many seating, stampings and die-castings projects with OEMs
- good and longterm relationship with automotive glass companies
- inventor and innovator of more than 20 utility model claims and patents with and for partners
- provide support in sales and marketing

Stage of development

Sustainable Development goals

- **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

The German company is looking for suppliers to the automotive OEMs, 1st tiers and 2nd tiers. The companies sought should be manufacturers of the sought products as described. The international companies seeking the service of the agency should be interested in sales representation to the German/European automotive market. The German sales agent is working with a base fee and a performance-related remuneration.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 11-49**
- **SME <=10**
- **Big company**
- **SME 50 - 249**

Dissemination

Technology keywords

Market keywords

- **01004002 - Data communication components**
- **09004008 - Other manufacturing (not elsewhere classified)**
- **09003001 - Engineering services**
- **08001004 - Fibre-reinforced (plastic) composites**
- **08002007 - Other industrial automation**

Targeted countries

- **World**

Sector groups involved

- **Mobility**