



# BIIG WHEEL

International Business Success  
by **B**ilateral **I**nnovation & **I**vestment **G**rowth



**Connecting** the companies for  
mutual **success**

**New opportunities** for  
your **business**

**Worldwide**  
Promotion



# Table of Contents

The BIIG Wheel Background	1
The needs of SMEs	2
The needs of target countries / regions	3
The BIIG Wheel solution	3
We help to ...	4
The “BIIG Wheel Pipeline Strategy”	5
The BIIG Wheel Organization Structure	7
Die BIIG Wheel Country Managers	8
Country Manager Tasks	9
The BIIG Wheel Experts	10
BIIG Wheel Worldwide	11
The Competence Centers	13
The Strategic Partners	13
The Matching Process	14
Virtual Market Place (VMP)	15
The BIIG Wheel Management	17

## The BIIG Wheel Background

BIIG Wheel is the international connection platform for jointly shaping sustainable economic success. Together with first-class SMEs, institutions and experts, we create national and international success stories for regions and companies.



Both SMEs and our target countries have needs that can be met with our win-win solution.

## The needs of SMEs

For SMEs, too, going international is a great opportunity. However, they have difficulties in conducting business abroad, e.g. because of different languages, foreign cultures, different time zones, specific laws and tax systems. This gives rise to a certain risk when internationalizing.

Risk management therefore often prevents SMEs from doing business in foreign markets. If there is an easier way to do business, that is naturally preferred. We help to reduce risks and increase opportunities.

SMEs have a need for local presence, for experts, for competent employees who apply appropriate business concepts and technologies in the target market. To be successful internationally, they need support and guidance in the following areas, among others:

- in creating valid business opportunities,
- in finding perfect sites and partners,
- in employing well educated and trustworthy staff,
- in finding HR for executing the business opportunity and developing further business and growth,
- in procuring expert knowledge,
- in adopting technologies to different markets.

## The needs of target countries / regions

Our target countries / regions seek to improve and gain trusted business partners as well as opportunities. Bavaria is an excellent example of successful regional development.

This success is based on decentralization: successful SMEs and successful regions. How can a region attract and create successful SMEs while also becoming a successful region?

## The BIIG Wheel Solution

The “Pipeline Strategy” provides a win-win-solution for the improvement of the target country / region and valid business opportunities for SMEs. We help to develop the USP of target regions by setting up regional value chains based on the available resources (e.g. agriculture / forestry / fishery / mining).

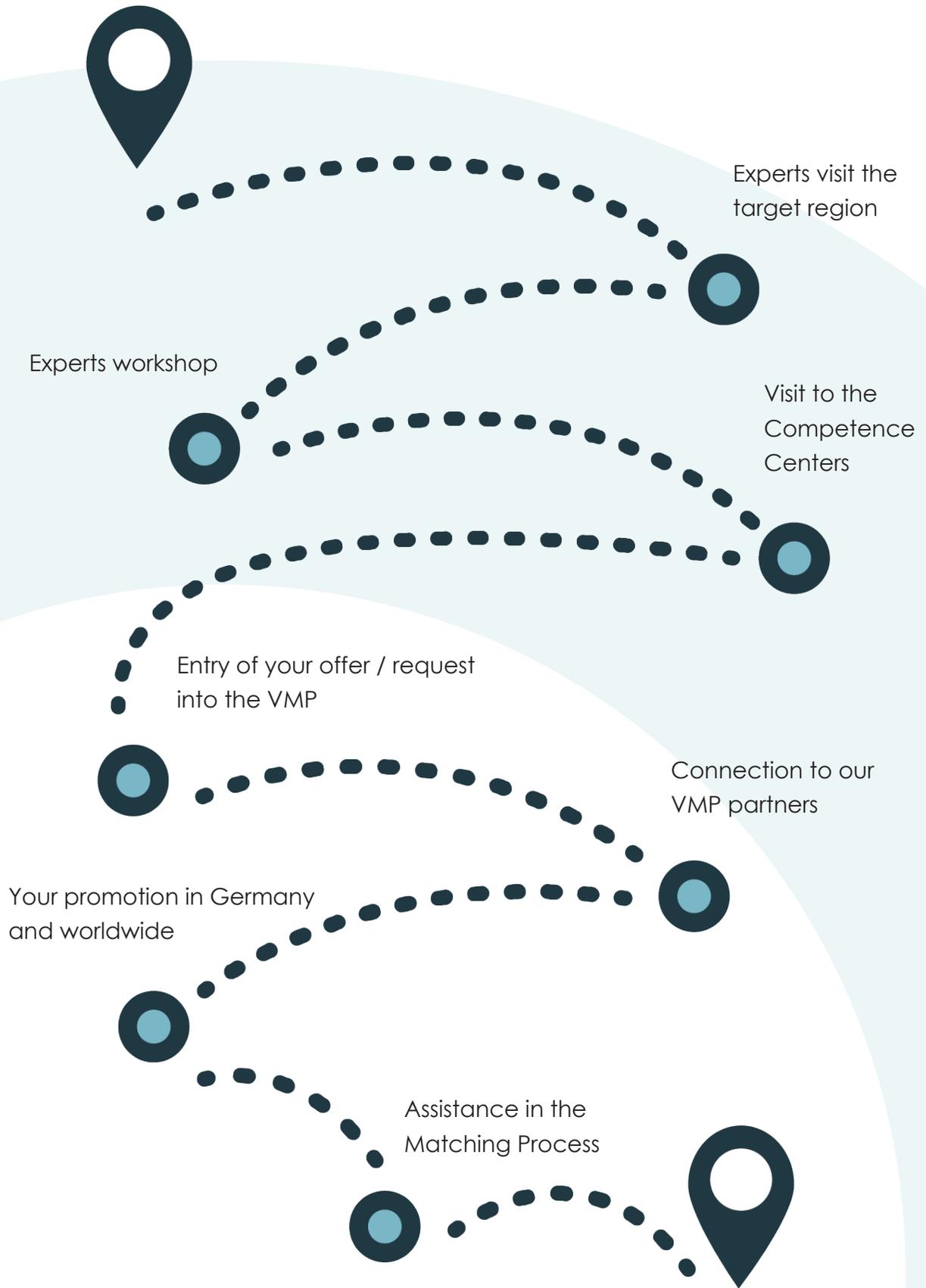
In this way, we create and demonstrate market opportunities for SMEs, allowing them to enter the region not as competitors, but by filling the gaps in the value chain - a win for both the region and the SME. We also help to set up propositions within a region to ensure the successful entry of SMEs, such as fitting personnel or infrastructure.

## We help to...

- ✓ We help SMEs enter the target market and to realize business opportunities there by assisting and escorting them.
- ✓ We offer them all services a company needs to step into the foreign market successfully.
- ✓ We create and demonstrate business opportunities for SMEs in more than 70 target countries.
- ✓ We qualify managers and staff in the target region on modern technologies and business methods for SMEs.
- ✓ We seek out and provide human resources for SMEs.
- ✓ We offer finance connections.
- ✓ We offer legal assistance.
- ✓ We assist and escort target regions in creating sustainable success.
- ✓ We provide general advice for regional development.
- ✓ We use our Pipeline Strategy to improve the target country / region.
- ✓ We help set up competence centres and regional cluster organizations to create local value chains based on local resources.
- ✓ We offer matching partners, technologies, finance and capitalize business momentum.
- ✓ Our experts provide advice in almost 30 technology and business fields.

# The “BIIG Wheel Pipeline Strategy”

1. We start by sending an expert on regional development to the target region to analyze USP potential as the basis for business opportunities
2. We set up an “experts’ workshop” on USP potential within the target region to create “challenge lists” and project ideas
3. We organize a delegation visit from the target region to meet “Competence Centers” in Bavaria
4. We fill the BIIG Wheel Virtual Market Place (VMP) with offers (e.g. from the challenge list) of the target region to enable matching
5. Our VMP offers information about business opportunities and projects to solution providers (e.g. companies, institutes) who might be interested
6. We organize seminars in Germany about the target region and its business opportunities
7. We match solution seekers and solution providers, sellers, buyers and investors
8. We organize delegation trips of solution providers to the target region focusing on potential customers and projects there
9. We help to turn business opportunities into successful business



# The BIIG Wheel Organization Structure



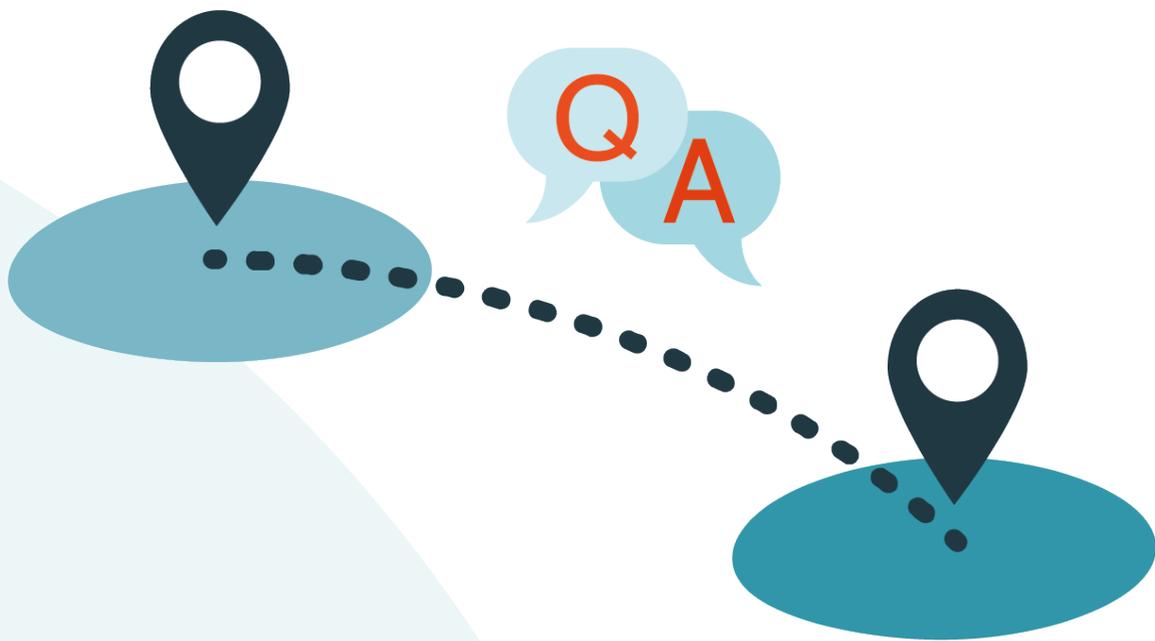
The BIIG Wheel is an international network consisting of

- Country Managers
- Experts
- Competence Centers
- and Strategic Partners

that are connected by a digital platform (under construction), also known as the BIIG Wheel Virtual Market Place (VMP), which provides digital access and connection. The VMP is based on two databases:

- the Company-Database (Strategic Partners)
- the Geo-Database.

## The BIIG Wheel Country Managers



Our Country Managers (CM) cover more than 70 countries. CMs usually have a bilateral relationship with Germany and the target country, e.g. dual citizenship or family. A CM generally focuses on one country.

- The CMs ensure a sustainable relationship between the target region and the SMEs.
- CMs are neutral ambassadors for both the solution seeker and the solution provider.

All CMs have specific personal business expertise. They support each other through their specific competencies if a situation requires it.

## Country Manager Tasks

- The BIIG Wheel management sets up the “Pipeline Strategy” in the target country
- This “Pipeline Strategy” produces the missions (meetings, workshops, business trips) of the CM
- BIIG Wheel management decides on suitable missions for the CM
- The CM assists BIG Wheel Strategic Partners and the target region in setting up Competence Centers and Cluster Structures in the target country
- The CM finds and escorts solution seekers (e.g. governmental organizations, universities, companies) from and within his country
- The CM helps match solution seekers with solution providers and vice versa, both from Germany and the target country

## The BIIG Wheel Experts

BIIG Wheel provides experts in order to set up an “Experts Workshop”. Over the past years, this has allowed us to engage many splendid experts who took part in our workshops and developed challenge lists for the regions to develop.

For our customers, especially public institutions, such experts can create great benefit. So far, our experts have covered all topics that arose.

The BIIG Wheel offers many experts in various fields, such as:

- 4.0 Strategies
- Aerospace
- Agriculture and Nutrition
- Automotive
- Chemistry
- Company building
- Culture, creativity and art
- Cure, prevention, rehabilitation, Corporate health management
- Infrastructure
- Health
- Hi-Tech
- Law and Taxes
- Logistics
- Medicine, hospital, acute care & medical technology
- Mining
- Mobility
- Regional Development
- Tourism, Medical Tourism and Health Tourism
- Training & Qualification

# BIIG Wheel



# Worldwide



## The Competence Centers

Competence Centers (CC) are focused on a specific topic. They are led by a centers management that provides common services. They consist of region-specific basic units, e.g. education (academic and vocational), incubator (start-up support), cooperation offices, worker space, housing, research and production facilities for SMEs.

They are the core of a concrete region-specific cluster that, based on a resource, represents the specific value chain, such as agriculture, forestry, fisheries and mining. However, in addition to natural resources, there can also be artificial cluster centers, such as a large anchor company.

## The Strategic Partners

In order to execute the Pipeline Strategy we collaborate with Strategic Partners. They have their own business model and the collaboration is arranged individually between the BIIG Wheel Management and the Strategic Partner in question. This Strategic Partner becomes the primarily addressed potential solution provider.

## The Matching Process

BIIG Wheel generates regional partnerships (industrialization partnerships) to create business opportunities in the target region.

Solution Seekers open business opportunities for SMEs that are either generated by the pipeline strategy, found by the CM or attracted by the VMP.

After finding these opportunities (Solution Seekers), we offer them to companies and experts who might be interested in them (Solution Providers).

To turn opportunities into business, there are diverse needs that BIIG Wheel can fulfill.

BIIG Wheel Management represents the counterpart for the CM to successfully fulfill its mission.

The VMP supports BIIG Wheel Management in matching solution seekers and solution providers (matching process).

## Virtual Market Place (VMP)

The VMP is a digital platform that supports BIIG Wheel management and CM in matching and business development. It is based on a company database and a GEO database and consists of 12 business segments:

- Consulting in regional development
- Experts matching
- Organizing visitor programs and delegation trips
- Establishing of competence centers, value chains and cluster structures
- Support for start-ups and spin-offs
- Consulting for qualification (academic and professional) through face-to-face and distance learning
- Development of human resources
- Business matching (purchase, sale, project participation)
- Support for project financing
- Legal and tax consulting
- Managing of regional and private projects
- Managing of government-supported innovation projects



# Das BIIG Wheel Management

BIIG Wheel was founded in 2019 by Hans-Joachim Heusler to create an international platform that would be able to shape the way business works today and improve connectivity between regions. As entrepreneurs, we know that entering the international market segment is the most difficult growth point for small businesses and involves many risks.

Our years of experience and high level of expertise, as well as a network of connections in many industries around the world, enable us to promote companies worldwide and provide them with world-class operating opportunities. Through our “pipeline strategy”, we present market opportunities for SMEs to operate quickly, accurately and successfully in complex markets.

This fills market gaps in target regions and creates added value for all parties. As an international liaison platform, we create highly effective economic win-win solutions for regions and companies, both nationally and internationally, together with first-class SMEs, institutions and experts.



## **Hans-Joachim Heusler**

CEO of BIIG Wheel

Hans-Joachim Heusler is a lawyer with many years of experience in government service, including in the State Chancellery and the Ministry of Economics. He was subsequently Managing Director of Messe München, then of Bayern International. As CEO of BIIG Wheel, he is responsible for corporate strategy & development and for advising the regions on economic development.

## **Michael Häckel**

Managing Director of BIIG Wheel

Michael Häckel is a business economist and managing director of the Häckel Group and HTS Consulting. As Honorary Consul of the Republic of Panama and Managing Director, he has established international contacts over many years. In the management of BIIG Wheel he is responsible for internal affairs.



## **Wilaiwan Pakkulant Schroeder**

Vice President of BIIG Wheel

Wilaiwan Schroeder has a diverse background and professional experience in the areas of Hospitality Management, Education and Training. She has years of work experience in an international government agency and has been involved in various types of business development projects. At BIIG Wheel, she is responsible for marketing, hospitality and education projects.

## **Max Aschenbrenner**

Head of the Board of Directors

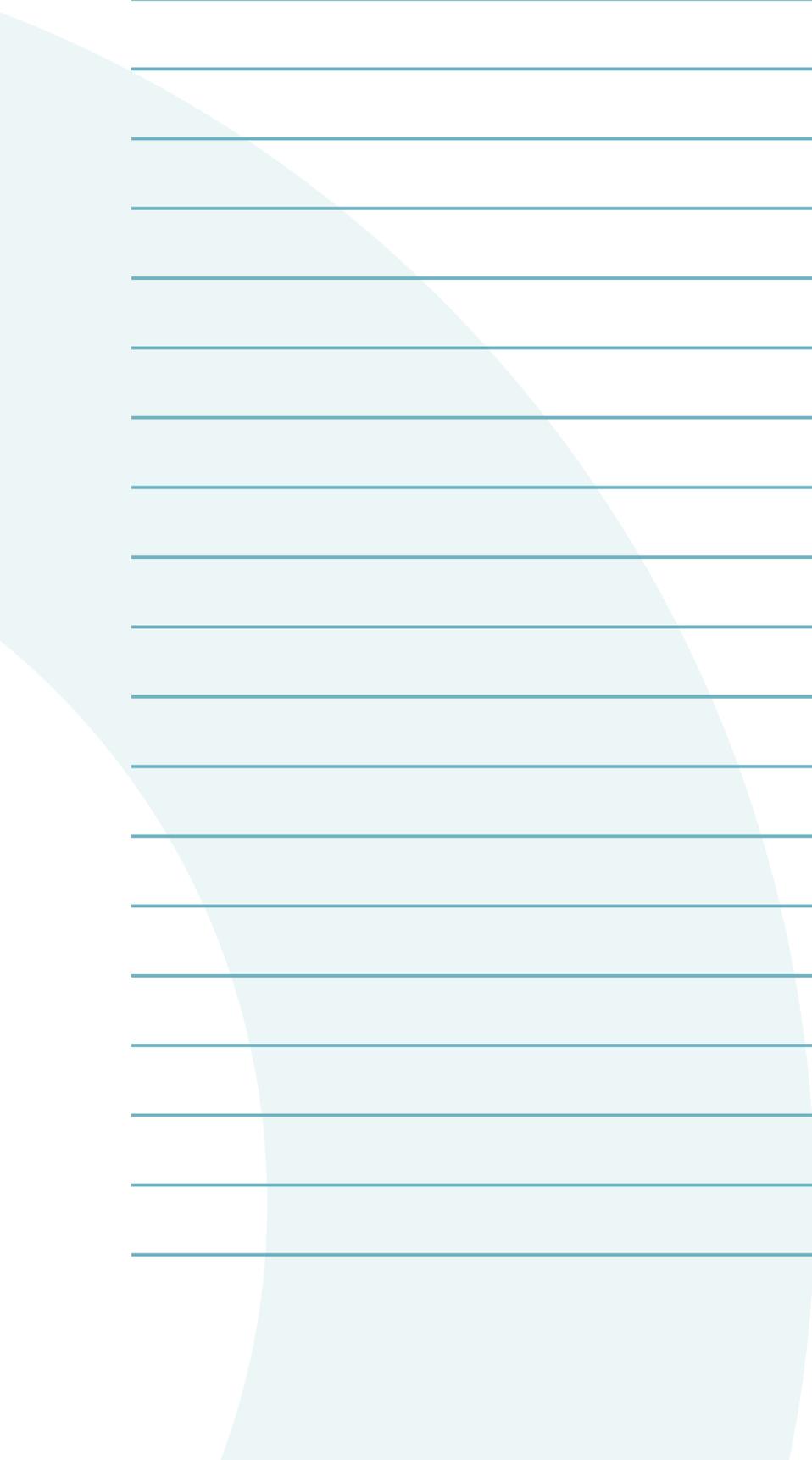
Max Aschenbrenner is a lawyer with many years of experience as a specialist in labor law and as mediator, as well as a partner in various international law firms. As Honorary Consul of the Kingdom of Norway, he has built up a diverse network in politics and business over the years, especially in Scandinavian countries. At BIIG WHEEL, he is responsible for legal issues as well as organizational tasks and personnel matters.



# Your Notes

To-Dos:

1. Contact Mr. Häckel about my project



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**Biig WHEEL**

**Your contacts:**

**Hans-Joachim Heusler**

T.: 00 49 177 8214042

E.: [hans-joachim.heusler@biigwheel.com](mailto:hans-joachim.heusler@biigwheel.com)

**Michael Häckel**

T.: 00 49 151 11545798

E.: [michael.haeckel@biigwheel.com](mailto:michael.haeckel@biigwheel.com)

**BiigWheel GmbH**

Untermarkt 3,  
D-82515 Wolfratshausen

T.: 00 49 (0) 8104 908600

E.: [info@biigwheel.com](mailto:info@biigwheel.com)

[www.biigwheel.com](http://www.biigwheel.com)