

Code of Conduct

for the energy trade mission programme

organised by the German Energy Solutions Initiative
of the German Federal Ministry for
Economic Affairs and Energy

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Supported by:



on the basis of a decision
by the German Bundestag

Introduction

With the aim of positioning German technologies and know-how worldwide, the German Federal Ministry for Economic Affairs and Energy's (BMWE) German Energy Solutions Initiative supports providers of climate-friendly energy solutions in opening up foreign markets.

Energy trade missions are a particularly important component of the programme.

Aim of the trips

B2B meetings with potential cooperation partners and customers abroad are at the centre of the energy trade missions. They are organised individually for the participating companies by a qualified implementation agency. Over a period of three to four days, the participants visit potential business partners and establish personal contacts. This allows them to gain a comprehensive impression of the respective company or institution. In addition, the participants have the opportunity to present their products or services at one or more conferences with decision makers and representatives from businesses, associations, administration and the public sector in the respective target country.

Roles of the various organisers

The energy trade missions are organised by qualified implementation agencies. A representative of the agency accompanies the participants personally to these B2B meetings, which are specially tailored to your requests.

The coordination office of the German Energy Solutions Initiative is responsible for the overall coordination, quality assurance and monitoring of all promotional measures on behalf of the BMWE.

Our quality standards

With the measures of the German Energy Solutions Initiative, the BMWE aims to market "made in Germany" climate-friendly energy solutions abroad and to support German suppliers in establishing new business contacts and implementing reference projects. The trust of customers and stakeholders in German companies and their products and services is a valuable asset.

The delegations on our thematically carefully coordinated and prepared energy trade missions are limited to a maximum of eight participants in order to give the companies a certain exclusivity and prominent visibility. During the registration process, care is taken to ensure that the offers of the participating companies do not compete with each other but rather form part of a value chain.

The use of government logos ("Mittelstand Global" or "supported by the BMWE on the basis of a decision by the German Bundestag") represents a seal of quality and is intended to emphasize the credibility of the products and services offered to the target audience.

In order to maintain and strengthen the reputation of "Quality made in Germany", it is extremely important that the delegation presents itself appropriately. It is not just about the individual participants but also about the overall impression that the delegation makes on the foreign partners. Together and individually, they bear responsibility for the image of German companies abroad.

For this reason, all participants at events within the framework of the German Energy Solutions Initiative - in particular trade missions - undertake to comply with the following rules of conduct:

General rules of conduct

General business conduct

Fair competition requires ethical business practices and compliance with applicable law. Business secrets must be respected and protected.

Bribery and the granting of unfair advantages are not tolerated.

Personal dealings with potential business partners and other important stakeholders are an elementary component of the activities of the German Energy Solutions Initiative. The handling of favors, gifts and invitations should be carefully considered by the participants. In case of doubt, bear in mind that public decision-makers from political institutions and authorities in particular should not be embarrassed with inappropriate "presents". Ideally, the participating companies should have drawn up their own internal compliance rules.

Corporate due diligence obligations

The OECD Guidelines for Multinational Enterprises for Responsible Business Conduct in Foreign Activities in the Areas of Human Rights, Social Affairs, Environment, Anti-Corruption, Taxes, Consumer Interests, Reporting, Research and Competition are to be observed and implemented.

For more information visit:

<https://www.bundeswirtschaftsministerium.de/Redaktion/DE/Artikel/Aussenwirtschaft/oecd-leitsaetze-fuer-multinationale-unternehmen.html>

Intercultural communication

"Different countries - different customs". Cross-cultural competences are often key to successfully conclude business deals abroad. In the briefing at the beginning of the trip, the implementation agency gives the delegation participants explicit advice and recommendations on cultural customs in the host country, which are particularly important for professional and respectful interaction. Participants are expected to adapt to these customs appropriately and to behave respectfully and sensitively towards their hosts and the general public for the duration of the trip. This also explicitly applies to times beyond the official delegation programme.

Professionalism

During the conference, the companies have the opportunity to present themselves and their products or services exclusively to a selected local audience. This usually includes a short presentation/pitch following corresponding presentations by specially hired experts.

The organisers provide some guidelines and suggestions regarding the scope, language and content of the presentations in advance. To ensure a consistent appearance, these must be adhered to. Presentations must be delivered in the specified format and by the deadline communicated in advance without further request. If necessary, the implementing company may provide feedback on content or design, which must be taken into account by the participating companies. The presentation should always focus on the

"climate-friendly energy solution - made in Germany". They should be up-to-date, easy to follow and clearly laid out. The information on products and services must be presented truthfully and comprehensibly. In this context, the availability of an up-to-date website (including legal notice) creates credibility and is essential for a professional appearance abroad.

Company representatives undertake to participate in the entire official programme of the business trip.

Conflicts of interest

Increasingly, companies with products and services from the conventional/fossil energy sector are expanding their product range or corporate structure to include climate-friendly sectors. In principle, these can also be supported under the German Energy Solutions Initiative. However, the objective of the initiative requires that companies do not use the various formats and offers to promote a non-climate-friendly or unsustainable portfolio. For this reason, special care must always be taken to limit company and product presentations to climate-friendly aspects in order not to jeopardize the credibility of the German Energy Solutions Initiative.

Authenticity

The German Energy Solutions Initiative supports German technology providers in particular in their export business. This includes not only products but also services. An important prerequisite for participation in the German Energy Solutions Initiative's offerings is that a significant portion of the value is created in Germany. The pure distribution of products or similar items whose entrepreneurial value chain is predominantly located outside Germany are therefore incompatible with the objectives of the German Energy Solutions Initiative.

Interpersonal interaction/behavior towards third parties

A key feature of our trade missions is the personal interaction between the participants - sometimes even beyond the official programme. Many participants value this part of the trip as a way to get to know the country and its people but also to get to know each other better.

Moreover, it is always a good opportunity for organisers, representatives of the coordination office or the ministry as well as for employees of the implementation agency to expand and maintain their network and to exchange ideas with the participants at first hand.

However, official support for delegation participants is limited to the official programme. The implementation agencies manage a large number of delegations; attendance and support beyond this is expressly voluntary and takes place outside regular working hours. Guided local tours, etc. can also be organised separately if required. Employee privacy must always be respected.

Any form of discrimination, whether based on gender, origin, religion, age, disability, sexual orientation or other characteristics, will not be tolerated. Similarly, verbal abuse and/or sexual harassment in any form will not be tolerated.

Procedure in the event of violations

Violations of these rules of conduct can and should be reported to the coordination office of the German Energy Solutions Initiative. They will be treated confidentially and appropriate consequences will be

determined in agreement with those affected. Depending on the severity of the violation, this may mean a clarifying discussion, a warning, exclusion from future support measures or, in the worst case, a report to the responsible law enforcement authorities.

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