

Well established German trade company is looking for European manufacturers of electronic consumer goods, small domestic appliances and houseware offering supplier agreements

Summary

Profile type	Company's country	POD reference
Business request	Germany	BRDE20220518002
Profile status	Type of partnership	Targeted countries
PUBLISHED	Supplier agreement	• World
Contact Person	Term of validity	Last update
Silke SCHLEIFF	18/05/2022 18/05/2024	18/05/2022

General Information

Short summary

The Northern German trade company wants to establish supplier agreement with new partners from Europe and neighbouring countries. They are looking for domestic appliances and electronic consumer goods, which they can offer to their customers. The company supplies major players of the European retail landscape with electronic consumer goods.

Full description

The German trade company is an importer of non-food products with large European retail chains among its customers. The company specializes in electronic consumer goods for the kitchen, household, personal care and entertainment.

Currently most of the products are made in Asia. For sustainability reasons and to diversify supply chains, the company would like to expand contacts to European producers within the established product portfolio as described above. Supplier agreements are offered: Products with a focus on sustainability aspects are of special interest. The supply chains should also be clearly traceable. Suppliers should be able to provide larger delivery quantities - test orders start with a minimum of 5000 pieces, regular contracts would comprise 5-6 digit orders.

Advantages and innovations

Stage of development

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

Potential partners are producers of high quality and sustainable electronic consumer goods, such as domestic appliances and consumer electronics. They should be seriously interested producers who are open and willing to enter the European market or those who are already established in the European market and would like to expand sales by placing their products in large retail chains.

Type of partnership

Supplier agreement

Type and size of the partner

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

Dissemination

Technology keywords

- **01006001 - Audiovisual Equipment and Communication**
- **03004004 - Electrical Engineering/ Electrical Equipment**

Targeted countries

- **World**

Market keywords

- **07004008 - Other consumer products**
- **07004004 - Housewares**
- **03004003 - Other electronics related equipment**

Sector groups involved

- **ICT Industry and Services**
- **Retail**