

YOU CAN MAKE A DIFFERENCE  
BY STARTING YOUR OWN BUSINESS

# Business Ideas *for* Development

## BUSINESS PLAN CONTEST

DEADLINE: 13 MARCH 2021

Are you originally from **Colombia** or **Serbia** and currently living in Germany? Do you have an innovative business idea for your country of origin, as well as a business plan that is ready to be implemented within the next months?

'Business Ideas for Development' can support you to make your plan a reality. We provide you with a budget of **EUR 7,000 that you can use for financing services that are essential to start your business.**

### We also offer:

- » Six months of support and coaching in Germany and in your country of origin
- » Support in deepening your market research and optimising your business plan
- » Help in finding investors and other useful business contacts

Apply now for our special Business Plan Contest! Our deadline for applications is 13 March 2021.

Click here for the application documents and further details about applying:

<https://www.cimonline.de/en/html/aktuelle-ausschreibung-gfe.html>

Click here for more information about 'Business Ideas for Development' and our activities in various countries: <https://www.cimonline.de/en/html/business-ideas.html>

If you currently have a rough business idea, but no business plan yet, then this business plan contest isn't for you!

'Business Ideas for Development' is an initiative of the Migration & Diaspora Programme of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It is implemented on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).



**A new coffee reality for Colombia** • Martín Rojas took a Master's degree in sustainable development in Leipzig and put his knowledge into practice immediately after completing his studies: by setting up a company called Hilo Café. Hilo means 'thread'. Rojas and his team are weaving a thread between coffee growers in Colombia and German coffee drinkers – directly without any middlemen. As Rojas explains, "*Coffee is the most important agricultural product in North-South trade, but conventional trade in coffee has essentially remained the same since colonisation. We want to replace this system by setting up a fairer one.*"



**Smart research made in Serbia** • Laboratory work can be tiring. Marko Panic, a molecular biologist who trained in Germany, had to learn that the hard way. That's why he and a friend, a mechanical engineer, developed a device that performs the repetitive steps of biochemical laboratory tests automatically. They set up their company, Smart Research, in Serbia, not in Germany as originally planned. Panic explains, "*The basic conditions were just better for us in Serbia. There, we obtained start-up capital through an innovation fund, had to deal with fewer formalities and the production of our devices is also considerably cheaper than in Germany.*"



**Upmarket toys for Colombia** • Adriana Pérez Arbeláez, a trained lawyer, is currently teaming up with four other Colombian women to develop the first sustainable toy brand for Colombia. After her first child was born, she noticed that the kind of toys she would have liked for small children – that provide ideal support for their development and are made of natural, child-friendly materials – did not exist in Colombia. "*Our brand is called 'Liebre como el viento'. We aim to make the world a richer and more exciting place for Colombian children and to do something to curb the rampant spread of digital media use by young children.*"

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