



German
MasterCraftsmen

PRESS RELEASE

German MasterCraftsmen: „We might offer what many British contractors, architects and homeowners are looking for”

Birmingham (LGH). Professional building solutions, sustainability, energy efficiency – with this product mix, a joint group of ten professional mastercraftsmen-enterprises from Germany have now entered the British building market to offer their products and services. They provide exceptional quality standards and the most up-to-date techniques and are sure that the British market for building, renovating and expanding will appreciate these benefits. Their first presentation is the joint stand “German MasterCraftsmen” at the Interbuild trade show in Birmingham (Stand No. 08-E21).

„We might offer what many British contractors, architects and homeowners are looking for – top quality work, reliability and excellent customer service from foundation to rooftop as well as to sewer technology“, Bettina Hansmeier says of these professionals. She is working in the department of international trade for the „Promotion Agency of Economic Development for Small and Medium Sized Enterprises (LGH). This is a service institution set up by the chambers and confederations of the craftsmanship-sector, offering a broad range of service and advice in various fields for its members. Ms. Hansmeier initialised this group and gives them advice regarding their first steps in this market. This joint trade show presence is a part of the Project „STEPS,“ which has been funded jointly by the German state of Northrhine-Westphalia and the European Union and focuses on advising skilled trades businesses on their international activities.

The German MasterCraftsmen enterprises provide a broad spectrum of high-quality construction and remodelling services including building construction, sustainable energy installations like photovoltaic or solar, glazing and metal fabrication, roofing, interior fittings, plumbing and heating, baths and spas, insulation, fire protection and sewer technology. „We would be very pleased to meet architects, general contractors and other commercial, public or private clients who value top-of-the-line construction methods. We guarantee to fulfil their requests of superior quality, reliability and on-time completion“, report the ten enterprises for their products and services.

All the exhibitors possess the special German "Master-certification" - as a guarantee of their high level of qualification. This examination represents the pinnacle of professional training in the German skilled labour sector. In the course of the final exam, the candidate must demonstrate theoretical and practical mastery of the necessary technical skills and business management abilities as well as employee leadership qualities and aptitude for training the next generation of apprentices. Both proprietor and staff of skilled trade enterprises, like those of the German MasterCraftsmen, have the best possible professional training, outstanding expertise and superior quality craftsmanship. All ten businesses forming this group are based in North Rhine Westfalia, near Düsseldorf. Some of them are family businesses with a proven tradition of building successfully for decades and have grown to 55 employees.

Above and beyond the fair Interbuild, the German MasterCraftsmen certainly will be very pleased to get to know further possible contractors in Great Britain and to introduce them to their high quality work. For an easy way to contact them, the group has constructed the own internet site www.german-mastercraftsmen.com.

In addition Sven Riemann at the Chamber of Industry and Commerce is available for further information, telephone: 020-7976-4185. Requests are possible as well under info@german-mastercraftsmen.com.

People are already starting to taking notice of the Great Britain-activities of the German MasterCraftsmen: the German international broadcaster "Deutsche Welle" has visited the group twice already. A news-reporter will film the group at the Interbuild; the broadcast is planned for May, 2nd.

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LGH, Promotion Agency of Economic Development for SME's in North Rhine Westfalia is a joint service institution of the chambers and confederations of the skilled trades sector in NRW.

Many of our activities have made us a proven partner for the government of NRW and for the European Union: We advise and assist them in their efforts to promote SMEs. We conduct projects which serve as a model for strengthening the potential, competitiveness and the success of SMEs. Furthermore, we manage promotional activities on behalf of the state government and the EU

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