

Mission Statement NAX

1. Mandate
2. Policy Principles
3. Value Proposition
4. Mission
5. Structure
6. Activities
7. Outlook

1. MANDATE

German architects of all disciplines and urban planners enjoy an excellent reputation on the international market for their high planning quality and expertise in holistic construction. Since 2002, the Federal Chamber of German Architects (BAK) has been supporting German planners in internationalization and the development of new markets with its initiative Network for Architecture Exchange NAX. With NAX, the BAK, on the basis of its professional policy principles, is committed to promoting the export of architectural services in politics and business at the national level and promoting the brand "Architecture made in Germany" at the international level.

2. POLICY PRINCIPLES

The Network for Architecture Exchange NAX

... supports the professional policy objectives of the Federal Chamber of German Architects and the Chambers of Architects of the German Länder in Germany and abroad.

... is committed to an ethical and fair tendering, planning and construction process.

... is open to all members of the Chambers of Architects of the German Länder who are interested in the export of their services and in exchange with other countries.

... supports an open and respectful exchange of knowledge and professional perspectives as well as a professional exchange with representatives of the architectural industry in Germany and abroad.

... is committed to the implementation of Baukultur in Germany and abroad on the basis of the Davos Declaration on Baukultur and the Leipzig Charter on Sustainable European Cities.

... is committed to the use of resource- efficient, sustainable building methods, materials and urbanization strategies as well as the protection of climate and the environment in Germany and worldwide.

... also advocates social sustainability in architectural and urban planning projects.

3. VALUE PROPOSITION

The Network for Architecture Exchange NAX supports German architects, planners and engineers in their internationalisation efforts, compiles publicly available information on market conditions abroad and international industry trends, and is available to answer questions on export from any interested party. NAX supports the transfer of knowledge through CPD events organised in cooperation with the Chambers of Architects of the German Länder, thus strengthening the export capability of the architecture and urban planning sector as part of the

German construction value chain. With its activities in Germany and abroad, NAX contributes to the positive image of German planners, planning services and building products among their international competition and promotes the brand "Architecture made in Germany".

NAX also offers access to national and international planners, developers, investors, administration and politics as well as to representatives of the construction value chain. It invites to numerous networking and professional events on the subject of architectural export and enables its members and partners to present themselves to an international specialist audience. It also provides regular information about opportunities to participate in market exploration and delegation trips, international competitions and other events.

NAX is characterised by a high degree of need orientation and "customer proximity" and develops its formats, events and activities in close dialogue with its members, partners and the BAK.

4. MISSION

Professional Policy Work & Dialogue

- Establishing and maintaining contacts with German and international politics as part of the German construction value chain
- Presentation of German architects, urban planners and engineers in Germany and abroad (in politics, business, media, the general public) as problem solvers in the face of important social challenges of the present and the future (including in the fields of innovation, sustainability, climate change, housing shortage, urban planning, urbanisation, transport, etc.)
- Strengthening the perception and standing of German architectural and urban planning services in the German Federal Government's foreign trade strategy

Networking and Cooperation Events in Germany and Abroad

- Creation of networking opportunities among each other and presentation possibilities before German and international
 - planners
 - skilled Workers
 - building owners, investors, project developers
 - other experts (scientists, representatives of organizations etc.)
 - political representatives, administration decision-makers
- Enabling the exchange of knowledge and transfer of know-how with international planners, organizations, experts and political representatives.
- Placement of German architects and urban planners at events, federal delegation trips, trade fairs and in the international press.
- Establishment of cooperations with export-relevant institutions (Federal Ministries, Goethe Institutes, embassies, Germany Trade and Invest, the German Chambers of Commerce Abroad AHK, the Association of German Chambers of Industry and Commerce DIHK, the Society for International Cooperation GIZ, the German Energy Agency dena etc.) and international organisations.

Training and Information Services

- Analysis, preparation and provision of information on economic and political conditions and current developments in international markets for architectural services and construction products



- Provision of information on the professional environment for German architects and urban planners abroad (recognition of degrees, certification, market access, fees, liability etc.)
- Information on export-relevant promotional opportunities (e.g. market exploration programmes), trade fairs, competitions and events

5. STRUCTURE

The Network for Architecture Exchange NAX, with three employees, is part of the BAK's Department for National and International Economic Policy and is thus fully integrated into the BAK, both organisationally and strategically. To illustrate the export-oriented goals of this initiative in Germany and abroad, NAX has its own corporate design (yellow NAX logo) and calls itself the "Network for Architecture Exchange NAX" in the English language version, in order to underline the cooperative idea of professionals in Germany and abroad.

NAX is administered by the **Federal Chamber of German Architects (BAK)** as a non-profit-making association with its wholly owned subsidiary, Deutsche Architekten-Verlags- und Informationsdienste GmbH (D.A.V.I.D. GmbH) for commercial activities. The activities of NAX are significantly supported by its members and partners. Only the financial support of these companies, architecture and planning offices makes the work of NAX and the use of its services possible, e.g. the free e-mail information service, access to databases, invitations to tenders and competitions as well as participation and strategic involvement in various activities in Germany and abroad (e.g. trade fairs, exhibitions, delegation trips).

NAX thrives on the experience and contacts shared by export experienced planners. Therefore, the **NAX members** are at the core of the network. These internationally active offices have usually already successfully ventured abroad - either with a local office or as partners for specific projects. In this way, they contribute to making the brand "Architecture made in Germany" even better known abroad. NAX offers them a networking platform with relevant national and international contacts, as well as relevant information on the subject of architecture export.

NAX partners are internationally oriented product manufacturers and service providers, who are granted access to selected contacts and are provided with marketing opportunities for their services and products. With their experience in different international markets, they are indispensable for the successful export strategies that are co-developed with planners. NAX members and partners stimulate each other in their work and pursue complementary goals with their support of NAX.

In addition, cooperation with other institutions is of great importance to NAX, such as the German Chancellery and Federal Ministries, ministries of foreign governments, embassies, international architecture organisations (e.g. ACE, UIA, World Architects), Goethe Institutes, Germany Trade and Invest (GTAI), the German Chambers of Commerce Abroad (AHK), the Association of German Chambers of Industry and Commerce (DIHK), the Society for International Cooperation (GIZ), the German Energy Agency (dena), KfW Bank etc.

INTERESTS, OBJECTIVES AND ADDED VALUE

BAK and 16 Chambers of Architects of the German Länder	NAX Members	NAX Partners
<ul style="list-style-type: none"> • Implementation of professional policy objectives in Germany and abroad • Support for German architects, engineers and specialist planners in internationalization • Strengthening the visibility and standing of planners in the federal economic policy and foreign trade context • Strengthening the position of German planners on the international market Stärkung der Positionierung deutscher Planer auf dem internationalen Markt • Strengthening the political and public perception of architects as problem solvers for important social challenges of the present and the future (climate change, urban planning, transport etc.) 	<ul style="list-style-type: none"> • Support for internationalization and market entry abroad • Image building as a competent partners for international building projects in business and politics • Access to information on markets, professional practice and architectural trends abroad • Exchange with German and international colleagues and the entire construction value chain • Participation in network events • Access to international professionals • Contacts to international builders, investors and project developers 	<ul style="list-style-type: none"> • Personal contacts to national and international planners as well as to the entire value chain of construction • Expansion of the international network • Access to information on demands and trends in international markets • Positioning as a service provider for planners and competent partners abroad • Image building as an innovative provider of products and services • Image cultivation in politics and business as important exporters of the "Made in Germany" brand

6. WHICH ACTIVITIES ENSURE THE VALUE PROPOSITION?

NAX activities range from various events, workshops and event formats to information services and trade fairs in Germany and abroad. They can be divided into the areas of *Networking Opportunities*, *Cooperation and Presentation Opportunities in Architecture and Politics*, and *Information on Planning and Building Internationally*:

Networking Opportunities, Cooperation and Presentation Opportunities in Architecture and Politics

- At the annual **NAX Members' Meeting**, NAX members and partners as well as relevant political and institutional representatives gather to discuss current issues of the national and international architecture scene and to network.

- At **exchange of experience events** and **business dialogues** in Germany and abroad, NAX members and partners discuss issues of planning and building abroad and exchange ideas with their international colleagues, project developers and government representatives.
- At the **Foreign Trade Day Architecture, Planning and Construction** at the Federal Foreign Office, organised by NAX in cooperation with various industry associations, German architects, engineers and specialist planners meet with representatives of the construction industry, politics, ambassadors and relevant organisations to discuss the industry's approach current foreign trade issues and to strengthen the construction value chain.
- At **trade fair appearances** in the form of the German Pavilion at MIPIM in Cannes and at the BAK joint stand at Expo Real, NAX presents the brand "Architecture made in Germany" and offers its members and partners a platform for professional exchange.
- Participation in **federal delegation trips** offers members and partners the opportunity to develop new markets abroad and establish direct contact with national and international politicians and potential business partners.
- At **CPD events held in cooperation with the Chambers of Architects of the German Länder**, NAX members and partners with experience in exports pass on their knowledge to the interested professional public.
- With **travelling exhibitions** (currently: "Contemporary Architecture Made in Germany"), which accompany the NAX events worldwide, the members and partners present their expertise as holistic solution providers for pressing social challenges.

Information on Planning and Building Internationally

- The **NAX website** www.nax.bak.de provides up-to-date information on the activities of the network, its members and partners as well as relevant facts about the export of architectural services worldwide (in German and English).
- Furthermore, the website has a **database of contact architects**, in which planners can enter their country-specific expertise and thus make themselves available to colleagues and clients for the exchange of information.
- The website also hosts a **country database**, which contains information on planning and construction in many countries of the world.
- The **NAX Report** (online) provides regular information on political and economic developments and trends in the international construction industry.
- The **NAX social media** pages as well as the regular **NAX Telegram** keep you up to date on events, international competitions and news about the topic of architecture export.

7. OUTLOOK

Over the past years, NAX has achieved great success in terms of supporting German architects, specialist planners and engineers in internationalization and the development of new markets.

In close cooperation with the members and partners of NAX, the proven formats and means of communication will be further developed in the medium term. For example, the NAX online services (website, contact architects and country database) will be updated and, if possible, also be expanded. At regular NAX members and partners meetings, existing formats will be put to the test and new ideas will be developed and evaluated.

In order to expand NAX and to offer its stakeholders even more opportunities for international networking, further NAX membership opportunities are to be established at the request of members, partners and external parties: For example, a category "Friends of NAX abroad" (working title) could address German architects, engineers and specialist planners based abroad who are currently not able to become NAX members but who provide architectural services and an understanding of Baukultur "made in Germany" abroad. It is also possible to establish a category for interested, sector-relevant organisations supporting the mission of NAX.

A moderate growth of NAX in terms of the number of members and partners should secure the financial stability and sustainability of NAX and ensure a lively network with interesting contacts for the coming years.

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