

# NAX MISSION STATEMENT



## OUR MISSION

**Support:** German Architects of all disciplines, urban planners, engineers and specialist planners with internationalisation and market entry abroad

**Representation:** Domestic and international lobbying

**Promotion:** Export of German planning services



## OUR SERVICE

**Image Building:** Positioning of German planning services and products on the international market - "Architecture made in Germany"

**Door Opener:** Access to international planners and exclusive networks in politics and business

**Knowledge Transfer:** Provision of analogue and digital (market) information

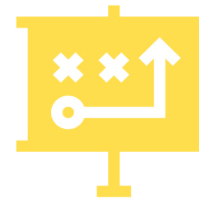


## OUR PRINCIPLES

**Ethics:** Initiated and supported by the Federal Chamber of German Architects (BAK) and committed to its policy principles

**Quality:** Commitment to high quality standards in building culture and socio-ecological sustainability in planning and building, in Germany and abroad

**Fairness:** Support of an open and collegial exchange for the purpose of networking and openness for innovation as well as commitment to ethical and fair tendering, planning and building, in Germany and abroad



## OUR STRATEGY

**Cooperation:** Creation and moderation of a powerful network of national and international construction stakeholders and decision makers

**Participation:** Various lecture and presentation opportunities for members and partners in front of decision makers from politics and economy

**Communication:** High degree of orientation to needs of and close exchange with and between NAX members and partners as well as use of their expertise



## OUR TARGET GROUP

**NAX Members:** Architects of all disciplines, urban planners, engineers and specialist planners

**NAX Partners:** Industry partners, service providers

**Chambers of Architects** of the German Länder and their export-oriented members



## OUR ACTIVITIES AND EVENTS

**Various Networking & Cooperation Events:** E.g. delegation trips, business dialogues in Germany and abroad

**Wide Range of Training and Information:** E.g. NAX databases, CPD events

**Marketing & Communication:** E.g. trade fairs and exhibitions, publications

**Policy Work & Dialogue:** E.g. "Foreign Trade Day Architecture, Planning and Building", business dialogue