



ALLIANZ DER VERBÄNDE



# Alliance of Associations

As a steadily growing umbrella organization, that currently unites 20 associations from various sectors, we offer our members a comprehensive platform for politics, business and culture in order to effectively represent and implement important issues and demands. Our focus is on perceiving and realizing the concerns of our members without pursuing our own interests. As a supporter of our member associations, we always put their needs first. The Alliance of Associations acts as the authoritative voice of the SME sector and its interest groups. We invite interested associations to join our SME coalition and thus become a strong voice for SMEs.





# Alliance of Associations

## **Coalition: #oneequalfooting**

- The Voice of SMEs
- United Diversity
- Determined
- Dynamic Leadership Roles

## **Our Principles**

- Colloaborative Competence
- Participation Based on Capacities and Strenghts
- Interdisciplinary Openness





# Objectives



## **Increase awareness**

The concerns of small and medium-sized enterprises should be taken more seriously by politicians.



## **Identify solutions**

Together, we address the burning issues facing SMEs across all sectors.



## **Utilize synergies**

Combining association resources not only minimizes redundancies, but also maximizes efficiency.



## **Strengthening future innovations**

By strengthening future innovations, we want to strengthen the SME sector.





# Objectives



## Increase awareness

The Alliance of Associations stands up for SMEs and is involved at all levels. We listen to all concerns from European to local politics. The central bundling of interests and their articulation as an umbrella organization enables the Alliance to increase its political clout and actively shape legislative processes.



## Identify solutions

As an umbrella organization, the Alliance of Associations acts as an ideal framework for developing original solutions with experts from a wide range of sectors. These approaches strive to satisfy the interests of all and are conveyed to the political level by elected representatives.



## Utilize synergies

By pooling resources and expertise, the Alliance of Associations enables member associations to work together effectively. This cooperation creates a cross-industry network that offers regional, national and international reach. There are also opportunities for growth through economic cooperation.



## Strengthen future innovations

Digitalization and internationalization are particular challenges of this age. Our goal is to achieve progress in digitalization and internationalization for a strong future for German SMEs. To achieve this, we use our innovative strength together with our association members.





# Activities in Profile



## Skills shortage

In our position paper on demographic change, we strongly advocate a liberal immigration policy that is geared towards economic requirements. As an alliance of associations, we strongly advocate a model that follows the Canadian example and is equally beneficial for Germany. We consider this to be the appropriate solution to the shortage of skilled workers already noticeable in many small and medium-sized companies.



## Digitalization now!

We are pushing for the immediate advancement of digitalization. Innovation is at the heart of every digital transformation and is of central importance for the future viability of our economy. It also benefits other sectors in addition to SMEs. Progress in this area leads to more efficient operational management and increased productivity. In the past, we have already discussed in detail with various parties how digital innovations can be successfully introduced into the SME sector.



## #onequalfooting2024

The year 2024 will continue to present us with challenges such as the after-effects of the pandemic, geopolitical tensions and a decline in the German economy. As in the previous year, the Alliance of Associations will continue to work ambitiously on its endeavors and speak out strongly on behalf of its members. Representing your economic and political interests is our top priority. We will consistently support your interests in the upcoming background discussions and negotiations. This year, we will once again be dealing with all relevant and topical issues.





# Members



Bundesverband  
für Wirtschaftsförderung  
und Außenwirtschaft  
Global Economic Network



WCR e.V.



Taxi- und Mietwagenverband Deutschland



bcb | DIEBUSUNTERNEHMEN



Bundesverband der  
Zigarrenindustrie





# Network Partners



**Bund der Steuerzahler  
Deutschland e.V.**



**WIR FÜR  
GESUNDHEIT**

Das Kliniknetzwerk für Qualitätsmedizin







# Executive Board 2022/2025

Der Vorstand der Allianz der Verbände e.V.



**Tino Barth**

Vorstandsvorsitzender IWR e.V.

Sprecher des Vorstandes



**Dirk Bormann**

Vorstandsmitglied BWA e.V.

Vorstand



**Alexander Kultitz**

MdB a.D. (FDP), Rechtsanwalt

Vorstand



**Rüdiger Lorch**

Präsident Unternehmerverband e.V.

Vorstand



**Patrick Meinhardt**

Bundesgeschäftsführer TMV e.V.

Vorstand





# Advisory Board

Der Beirat der Allianz der Verbände e.V.



**Ingo Bodtke MdB**

Deutscher Bundestag, FDP

Beirat



**Manfred Grund MdB**

Deutscher Bundestag, CDU

Beirat



**Uwe Leuschner**

CEO LUXX Service

Beirat



**Stefan Mayer MdB**

Deutscher Bundestag, CSU

Beirat



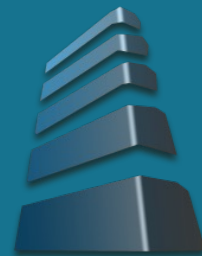


# Advantages of Membership

We invite you to join our alliance.

**Give SMEs your voice!**

- Growing Coalition
- Solid Partnerships
- Extensive Network
- Influential Participation



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# Contact



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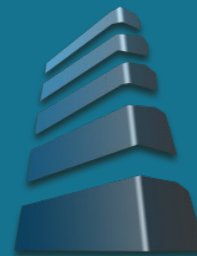
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