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To whom it may concern

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Letter of Recommendation

The BVMW – Bundesverband mittelständische Wirtschaft (German Association for Small and Medium-sized Businesses) – is one of Germany's most influential business associations representing the Mittelstand. With a membership of 28,000 companies and a global network of 85 international representations, our mission is to strengthen small and medium-sized enterprises both domestically and internationally, and to facilitate their access to new and emerging markets.

From January 1st, 2023 to June 30th, 2026, Meena Business Consultancy Services (MBCS) has served as the official BVMW representative in three strategically significant markets: Pakistan, Iraq, and Saudi Arabia. Throughout this partnership, the company has represented BVMW and its member companies with exceptional dedication and a level of regional expertise – built over more than ten years of active engagement in some of the world's most complex business environments – that is rarely found in a single partner. MBCS is also accredited by the *The Federal Office for Economic Affairs and Export Control (BAFA)*, consultancy No. #225330.

Over the course of our cooperation, Meena Business Consultancy Services has made a measurable and lasting contribution to strengthening BVMW's international presence. Key accomplishments include:

- Successful conclusion of multiple Memoranda of Understanding (MOUs) with local and regional partners, including chambers of commerce in Iraq and Pakistan as well as the Ministry of Investment of the Kingdom of Saudi Arabia.
- Establishment of local representations and on-the-ground expert networks, including dedicated office presences to receive BVMW members and delegations.
- Provision of both online and in-person market entry consultancy for German SMEs seeking to expand into the region.
- Organisation and management of high-calibre business forums and networking events, including trade fair participations such as the successful BVMW joint booth at WAM Saudi Arabia.
- Coordination of high-level delegation visits, including the “High Level EU–Pakistan Business Forum”, facilitating direct dialogue between German and international stakeholders.
- Targeted matchmaking initiatives connecting our members with vetted local partners across all three markets.
- Significant expansion of BVMW's business and political network in the region, extending to the head-of-government level.

Der BVMW. Gemeinsam für einen starken Mittelstand.


- Grant and funding advisory – identifying and securing public funding, subsidies, and financial programmes for our members at the national and EU level.
- Cross-border coordination – facilitating structured dialogue between government agencies, industry bodies, and business associations both within Germany and internationally.

All agreed Key Performance Indicators (KPIs) have been fully met. The collaboration has been characterised throughout by transparency, reliability, and a consistent results orientation that meets the highest standards we set for our international partners.

On the basis of this successful and productive cooperation, we recommend Meena Business Consultancy Services without reservation as a highly competent and trustworthy partner for representation in the fields of trade facilitation and investment promotion. We are confident that the company will continue to deliver excellent results, and we look forward to further joint initiatives.

Should you require any further information, please do not hesitate to contact us.

Yours sincerely,



Andreas Jahn
Managing Director