



I.D.C. offers a wide range of services for international project development and execution. The focus of our services lies in the following areas:

- **Regional business development concepts and strategies**  
APPLICATIO supports international organisations, governments and institutions in the development and implementation of business development strategies. In addition to the development of feasible strategies for regions and sectors in partnership, APPLICATIO concentrates on practical implementation by advising local partners.
- **Vocational Training, Education Systems, Education Strategies, Education Methods**  
For countries as well as education institutions APPLICATIO develops (focus on vocational training) systems and implementable, practical strategies and methodological approaches. Basis are skills-based approaches and modern methods of modern adult education and capacity development. Additionally, APPLICATIO concentrates in distance education and E-Learning.
- **Sector Analyses and Development Concepts**  
APPLICATIO develops sector strategies and advises partners in their development. In addition to stakeholder-based approaches one focus is on value chain analyses and value chain development.
- **Pre-Feasibility Studies / Feasibility Studies, Development of Business Plans and Development of Strategies for SMEs**  
;On behalf of enterprises and/or international institutions APPLICATIO gives advice to SMEs in business development through joint preparation of studies, analyses and strategies. APPLICATIO's advice during implementation completes the service.
- **Human Resource Development and Management Strategies**  
APPLICATIO gives advice to institutions, organisations, NGOs and networks in human resource development and management development / leadership based on values development, transparency and trust. Personnel management and personnel motivation are just as much the focus as organisational forms.
- **Organisation Analysis and Consulting**  
APPLICATIO supports all kinds of organisations in the analysis and optimisation of the organisations to effectively and efficiently achieve their own goals. The focus is on networks, NGOs and educational institutions.
- **Support of Change Processes**  
As the world changes, so must organisations to remain competitive and to achieve their goals. APPLICATIO develops participatory change strategies and implements them step-by-step with the partners.
- **Market Studies, Market Investigations / Initiation of Contacts and Promotion of Co-operations**  
APPLICATIO creates and/or supports partners in the preparation of market studies and market analyses especially for international trade. In addition, APPLICATIO provides

contacts and collaborations.

- **International Project Management**

Since its foundation in 1993 APPLICATIO planned and implemented/supported partners in more than 480 international projects. The range of services includes all steps of the analysis, project development and strategic planning to implementation and monitoring.

- **Evaluation of Development Projects**

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In addition to the development and implementation of projects APPLICATIO evaluates projects of international organisations and makes suggestions for improvement. Main focus is on project progress and finalisation according to OECD-DAC criteria and impact analyses.

- **Networking and Management**

Networks play an increasingly important role in development cooperation. The I.D.C. of APPLICATIO advises projects and partners on how to build networks, organise them and motivate them to cooperate. In addition to organisational development, the focus is on moderation and support of network building up to independence.

Through the close cooperation with the International Management & Marketing Academy (I.M.M.A.) of APPLICATIO and the eService all consulting tasks can be supported by training solutions. This is another major step towards sustainability of projects.