

## ABSTRACT

Sister City Cooperation is cooperation between two cities of each different country at the provincial, state or prefecture level that has one or more similar characteristics in which the two countries are different. Similarities, for example, on various things, namely culture, background, history, or business, are seen as similar to the geographical location of the region.

This study aims to analyze the collaboration between Sister City of Bandung City and the City of Braunschweig in improving the SMEs of Bandung. In its short history, the concept of Sister City was first used on the European Continent in 1920 between the City of Keighley, England and the City of Poix Du Nord, France. Meanwhile, the concept of Sister City was used for the first time in Indonesia, in 1960, the Bandung City Government, which collaborated with the city of Braunschweig, Germany. This was marked by the signing of a Memorandum of Understanding or MoU by both parties.

This descriptive research method aims to describe or explain the events and events that exist in the present. This method is a method that attempts to collect, arrange, interpret data which is then submitted by analyzing the data or analyzing the phenomenon as well as a method for examining an object, a condition, a system of thought, or an individual class. Data collection techniques used are library research (library research) by collecting data from the literature relating to the problem to be discussed and then analyzing it.

In its implementation several programs have been realized both in the fields of culture, technology, economy, trade, tourism etc. in accordance with the implementation of the MoU between the two parties. The efforts of the city government of Bandung to improve MSMEs in the city of Bandung through several programs including the Harz und Heide Exhibition Festival where in the event the promotion of SME products.

Keywords: Cooperation, Sister City, Bandung City, Braunschweig City Harz und Heide Festival, SME Products

