



Forum for exports
and internationalisation

4 – 5 November 2014
Messe Stuttgart

Program for International Visitors (as of September 29, 2014)

DOING BUSINESS IN GERMANY

The workshops focus on participants from abroad intending to start business in Germany.

Tuesday, November 04, 2014

11:00 - 12:00 Uhr

Baden-Württemberg - Europe's Innovation Region Nr. 1.

Baden-Württemberg is one of the most attractive business locations worldwide. It enjoys close international ties to a large number of companies and organizations in many industries. Business, science, research, and the arts – these are just some of the areas in which Baden-Württemberg can look back on a long track record of cooperation with foreign partners. And in many of these fields, Baden-Württemberg enjoys a leading position in Europe and worldwide.

In this seminar, we will introduce you to Europe's innovation region Nr. 1 and explain to you, bw-i can support you in finding the right opportunity to invest or engage in cooperative ventures in Baden-Württemberg.

12:00 - 13:00 Uhr

Overview of legal forms

Legal forms and ways of doing business in Germany

In Germany, foreign investors can start a business either by using a dependant structure (sales agent, representative or branch office) or by using an independent German legal entity (a corporation or a partnership). This presentation will provide an overview of the main features of the German business vehicles as well as information with regard to what extent they are suitable for the individual foreign investor. Information will also be given regarding the process of establishing such structures and the legal costs involved.

13:00 - 14:00 Uhr

Overview of company taxations

A foreign investor planning to set up a business in Germany can choose between different legal forms, e.g. between a corporation, partnership or permanent establishment. From a tax perspective, these legal forms can differ significantly in terms of tax rates, methodology of taxation and tax compliance obligations.

In the course of the presentation you will get an overview of basic principles of company taxation in Germany. Furthermore, the speaker will provide information on sample tax rate charges, tax filing requirements as well as on some tax specifics (e.g. dividends, loss deduction) which have to be kept in mind when establishing a new business in Germany.

14:00 - 15:00 Uhr

How to become a supplier for Baden-Württemberg's automotive and mechanical engineering industries

In most industrial sectors the demand for efficient management of supply chains is growing. In the automotive industry supplier relationship management systems play a huge role in all development and production processes, giving the OEM a set of tools for qualifying, controlling and stratifying their suppliers. In mechanical engineering the supply chain management is being more and more integrated in early stages of the product development in order to improve time and cost estimation.

This seminar gives more insights into how to become a supplier for Baden-Württemberg's key industries.

15:00 - 16:00 Uhr

Employer Branding

Ageing workforce in companies and regional population decline are key challenges for companies in Germany. In the future, workforce stability will be a company's competitive edge. In these challenging and ever changing times, which are exacerbated by a tight labour market, employers will be continually challenged to locate, attract, optimize and retain the talent they need to serve their customers. The most successful employers will be those who legitimately inspire talented workers to join them and to stay with them. The presentation focuses on the employer branding process, an approach for companies in Germany to develop their organization into the position of an 'employer of choice'.

16:00 – 17:00 Uhr (Raum C 1.2.1, EG)

Dual System of Vocational Education in Germany

„How does it work and what are its success criteria?“

Practitioners and experts from industry, the chambers and of the ministerial administration of the state of Baden-Württemberg will explain how the system works and will discuss with you the possibilities and limitations of transferability to other countries. Companies will report on their practical experiences and show what's important in the implementation of dual training inside the company.

The number of participants is limited, therefore, a timely registration is recommended. Please visit www.berufsausbildung-weltweit.de for more information and online registration.

Wednesday, November 05, 2014

05.11.2014, 10:00 - 12:00 Uhr

German business culture

Working with people from different cultures provides many opportunities; at the same time there is also the risk of misunderstanding and conflict which can quickly doom business and projects to failure.

For this reason it is necessary to truly understand the German mentality, behavioral patterns and communication codes; as well, awareness of how one's own behavior could be perceived by others is essential for successful cooperation with German companies.

Focus:

- The most important do's and don'ts in social and business etiquette
- Building trust in business relations with German companies
- Stereotypes and self-reflection
- German cultural standards in Business
- Communication

Contact:

For further information and detailed agenda please check www.global-connect.de or contact:

Baden-Württemberg International

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