



GENEVA GROUP INTERNATIONAL

Geneva Group International European Conference Lucerne, Switzerland 14 - 17 May 2009

WORKSHOP SUMMARIES

**Joint media campaigns of GGI members –
experiences with the German model and opportunities in other countries**
Oliver Biernat

The aim of the workshop is to find out how GGI members can successfully use the media and cooperate with other GGI members within one language area or country. German-speaking GGI members from six countries started a joint media campaign in November 2008. A media expert helps them to write and publish articles on technical issues related to their professions in the German media. Learn more about how this works, profit from the media experience of the other participants and perhaps start to build up a media strategy for your company or country. Although the workshop will not turn you into a famous author, it could give you some new ideas on how to increase the degree of your popularity as an expert and win new clients.

Task force: financial crisis
Claudio Cocca

The financial crisis, which erupted following the US real estate debacle and has now extended beyond the financial institutions and is making a big impact on the real economy, has now been preoccupying us for almost two years. Not a day goes by when a new economic horror story does not hit the headlines, and the economic growth figures for various industrial countries are being revised downwards on a weekly basis. Companies are cutting working hours or making people redundant, and in the worst cases are becoming insolvent. This is a once-in-a-century crisis that affects all of us: certified public accountants, tax advisers, lawyers and corporate consultants.

- § Are you and your clients prepared for this crisis?
- § What concrete measures have you taken?
- § How are you helping your clients and protecting them from insolvency?
- § Which areas of business in your company are vulnerable to risk and to the crisis?
- § How are you protecting yourself against non-payment by your clients?
- § Have you and your clients planned for the worst-case scenario?

We will discuss these and further questions in this workshop. We will aim to find ways in which we can actively, and to the best possible extent, protect ourselves, our companies and our clients from the consequences of the crisis.

This can be achieved by increasing productivity through careful risk analysis and good planning, as well as reassessing our strategies. This workshop should also help us to offer our clients a concrete solution (as a product) for coping with the crisis.

We and our clients are all in the same boat, charting stormy waters. Our motto is therefore: the crisis is an opportunity that we will manage together!

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Retention of clients

Henry Charles

With the credit crunch in full swing, professional firms are now having to concentrate harder on retaining clients as the process of winning new work becomes more difficult.

The objective of this workshop is to produce, in order of priority, a comprehensive list of the methods which firms can adopt in order to retain clients.

We will discuss a wide number of issues which will include the following:-

1. Client care/face to face meetings/maintaining regular contact.
2. Providing a good service and quick response times.
3. Improving efficiency and productivity within the firm
4. Discarding unprofitable work and concentrating on good clients.
5. Charging competitive fees and providing value for money.
6. Having an awareness of the competition.
7. Having good knowledge of the client's business/expertise.
8. Identifying reasons for clients' dissatisfaction
9. Being pro-active with the client.
10. Choosing the right occasions to delegate work.

Class actions throughout Europe

Emmanuèle Lutfalla

The workshop will discuss class actions throughout Europe and encourage participants to contribute their opinions on the subject.

As in the UK, there has long been a strong political will in France to allow class actions. However, the scheme has become dormant since the election of our latest President. The workshop will discuss the various possibilities offered by the system and examine the pros and cons in Europe.

Negotiations – the game of life

Takis G. Kommatas

Takis Kommatas will demonstrate the importance of several rules which must be followed during negotiations. There will be discussions on the procedures of negotiations, on tactics and ethics, and on deadlocks and concessions, with the aim of helping the participants to become good negotiators.

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Cricket: what's it all about?

Andrew Lindsay

Cricket is one of the loveliest games to watch and play. But for those who don't understand it, it seems very confusing. Hopefully you will come away from the session being able to understand why a game that can last up to 5 days and still end in a draw, and which has lunch and afternoon tea included as an important part of its ethos, can be considered a world sport. The workshop will discuss all rules that make you understand and enjoy the loveliest game in the world.

Solid business matching platform

Elisabeth Heller

In order to survive the current economic crisis, our clients need an especially intensive style of networking. They require new customers and orders, professional suppliers, highly skilled team members and financing – and that means providing them with support on all levels.

We will offer support not only for the day-to-day operation of the business, but also in finding business partners, investment, involvements, joint ventures and project partnerships, and last but not least, in designing the company's succession plan. We hope to achieve cross-border matching of our clients for European economic development schemes.

The aim of the workshop is to offer our clients a unique "market place", to enable them to do more and better business, to improve their plant utilization, and to increase their profits.

This service will bring multilateral success, both to our clients and to our practices. We will elaborate on performance-related compensation models and cooperation schemes with other GGI members. We need these models and schemes in order to be legally protected. The "solid business matching platform" requires finely tuned organization and stable business processes for both GGI members and our clients.

Professional and banking secrecy – new political trends and their impact on your profession

Stan Dragomir

In all of the European states, the ambiguous text of the Directive on money laundering (Directive 2001/97/CE), which modified Directive 91/308/CEE, has caused difficulties regarding the application of the Directive to national legislation, and also regarding the work of independent legal professionals in all of these countries. The workshop will look at these issues and discuss their significance.

The difficulty inherent in applying the ambiguous text of the Directive to the work of independent legal professionals has created a unanimous trend among independent professionals all over

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Europe, the majority opinion being that the Directive cannot and should not be applied in the same way to legal professionals as it is to other professionals.

In Romania, the provisions of the Directive were taken over by the amendments to law no. 656/2002 for the prevention and sanctioning of money laundering, as well as for the institution of measures for the prevention and fighting against terrorist financing.

The ambiguity of the text of the Directive, the lack of a credible interpretation and the absence of a coherent European practice has led to some aberrant situations in practice, which we will discuss in the workshop.

Tax, lies and the G20 – the end of tax havens? *Graham Busch*

Today the world's low tax areas (or to use the h word, havens) are under severe attack from all sides. Money laundering, KYC (know your client), OECD, tax amnesties, and now most recently the latest G20 meeting – all attempts to flush out international and domestic tax evasion and to squeeze legitimate tax planning. Are low tax areas about to become, like the dinosaur, extinct?

The workshop will be a sharing of experiences, opinions and proposals as to how best we can serve our clients in the current tax climate.

Managing charities in the current economic climate – opportunities for charities in a downturn – top tips for charities *Gordon Smith*

This workshop will give the opportunity for participants to discuss their experience in setting up, managing and advising charities. Participants will be able to share problems and opportunities relating to charities arising from the current economic and financial climate.

Time will be available to discuss and consider various ideas on managing charities effectively in today's financial environment, considering cross border and international issues and complexities of global charities. Suggestions and tips will be discussed in weathering the current financial and economic storm. We will discuss and consider opportunities and dangers facing charities today.

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