



GENEVA GROUP INTERNATIONAL

**Geneva Group International Central and Eastern European Conference
Eisenberg, Austria
09-12 October 2008**

WORKSHOP SUMMARIES

Changes in legislation in countries of Central and Eastern Europe (CEE)

Nikola Maslovaric

The participants of this workshop will share their knowledge about the legislation in their country on legal and taxation issues. The participants will be included in a polemic discussion on essential changes in the legislation of their countries and what is the countries' plans for controlling of accounting, money laundring and anti-terrorism rules and tax havens are. The goal of this workshop is for the participants to get a clearer idea of these countries' future tendencies.

Public Private Partnership: How and why do we use business opportunities in CEE?

Detlef Bischoff (Ionut Zeche)

The workshop would like to find a solution on where and how we can organize the acquisition model with the consultants of our group. The workshop leader will give some examples and experiences which show that we can offer our expertise from many sides of the PPP model. (for instance: sides of the investor, sides of the public, sides of private and consultant)

Successful PR for member firms in CEE

Oliver Biernat

Good PR, especially the appearance in the national and international press is vital for GGI member firms. Does it make sense to launch individual commercial ads? How can member firms appear in the editorial part? After the successful workshop during the German Speaking Chapter in Frankfurt, this workshop highlights the most important conclusions and results. This workshop aims at how to avoid pitfalls, how to establish a workable concept, how to join forces and how to succeed in launching a fruitful PR campaign.



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Is your company competitive enough in CEE?

Dr. Kovácsné Anita Ihász

During an interactive workshop we will identify the key factors of competitiveness in case of law offices, accountants operating in the East-Central European region. We will discuss how to recognize and how to use business development possibilities deriving from GGI membership. We will specify some useful methods, best practices that can enhance competitiveness, and collect some options on how to measure our competitiveness. As a result, we will draft an overall model to consider, develop, personalize at home and highlight suggestions regarding common key issues where GGI level joint developments could take place.

Playing the Swiss Card in CEE

Claudio Cocca

Switzerland is famous for its banks, chocolate, watches and its multidisciplinary network GGI. Many multinational corporations are headquartered in Switzerland and virtues like quality, stability, reliability but also good corporate governance are immediately associated with the country. This workshop will emphasize how to play the Swiss card in CEE by underlining the advantages of GGI and how to attract more clients, how to strengthen existing relationships with clients, and how to best use the Swissness of our network.