

Explaining GGI within your Firm

Minute of GGI Working Group B

Delhi, 23rd November 2007

a) Work referred from other GGI companies

- Not too much work actually.
- GGI is important as a tool to gain new clients, as we can offer an international network with international capabilities.

b) How we can improve the benefits we receive from GGI

- Expanding the capabilities of the existing web page.
- Actually we distinguish on the web page only between the following categories:
 - Law services
 - Auditing
 - Tax advising
 - Consultancy
- We should increase the areas of practice including new subcategories as for example:
 - Real estate taxation
 - International taxation
 - Subdivision of consultancy with a new area called "industrial consultancy"
- To improve the web page with an advanced search machine that helps you to find members with special expertises or experience in any activity area and that permits you to search by countries / areas of expertise / etc.
- Encouraging the members to use the blackboard on the web page. Each company should appoint in its organization a person responsible for checking regularly the blackboard.
- To create in the web page a database with technical information like
 - Main taxes and tax rates in every country
 - Applicable laws to incorporate a company in each country
 - Other

It should be very brief in order that it can be easily updated.

- To share information about fees. This was proposed by one of the members, but it was rejected by the majority. We decided better to ask individually for an estimation of fees sending a description of the work to be done.

- It should be studied if GGI should recommend member firms to put the GGI logo and the GGI colours on the business card and letter headings of the members.
- To establish a marketing budget within GGI to promote the network locally. It should be done always with the financial and personal support of the local members.

c) How we use GGI in our company.

Concerning this topic, we arrived to the following conclusions:

- In the majority of our firms, the qualified staff has very few information about GGI and what GGI can offer.
- We should think about how to improve the knowledge in our firms of GGI.
- Some companies only distribute the GGI Newsletter to partners and seniors. Others explain the results of conferences more deeply to their members.
- We have to explain our staff that GGI is not a personal matter but a firm matter.
- To summarize the results of the “easy meets” in a small booklet and distribute it to the staff of all member firms.
- The brochure is actually focused on gaining new member firms and we believe it should be changed and focused as a tool for marketing GGI to potential new clients.
- We should study the possible establishment of some kind of secondment, so that employees of one firm could work in other member firms for a limited period of time and improve their knowledge and skills. This should be decided by the two member firms involved case by case.

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