



GENEVA GROUP INTERNATIONAL

**Practice Group Enhanced Business Opportunities:
Minutes of the Meeting, held in Munich, on 8 April 2011, 14:00 -15:30**

Chairperson	Elisabeth Heller			
Vice-Chairperson	Astrid Rechel-Goetz			
Participants				
Country	Company	Name	First Name	Email
Austria	Grazer Treuhand Steuerberatung GmbH & Partner KG	Hofmann	Wolfgang	w.hofmann@grazertreuhand.at
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Austria	Prodinger & Partner	Leitinger	Manfred	m.leitinger@prodinger.at
Costa Rica	CLA Abogados	Montes	Luis	lmontes@claabogados.com
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Germany	Benefitax GmbH, Steuerberatungsgesellschaft, Wirtschaftsprüfungsgesellschaft	Rechel-Götz	Astrid	a.rechel-goetz@benefitax.de
Germany	Kieffer Stübben & Partner Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft	Kieffer	Walter	w.kieffer@kieffer-stuebben.com
Italy	Balassone Casini Girardi (BCG) Associati, Refidata srl.	Girardi	Ugo	ugo.girardi@bcgstudio.it
Lebanon	Sarkis Sakr & Partners	Bousleiman	Marianne	marianne.bousleiman@sarkissakr.com
Malta	CREDAL Advisory	Villa	Frédéric	fv@credal-group.com
Monaco	Monaco Corporate Secretariat	Smith	Derek R.	assetprotect@libello.com
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United Kingdom	Haines Watts	Bodkin	Andrew	ambodkin@hwca.com
United Kingdom	Haines Watts	McGhee	E. Douglas	edmcghee@hwca.com
United Kingdom	Lawrence Grant, Chartered Accountants	Busch	Graham	graham@lawrencegrant.co.uk
United States	Cavitch Familo & Durkin	Cohan	Michael	mcohan@cavitch.com
United States	Nihill + Riedley P.C.	Smart	James	jsmart@nihillriedley.com
United States	Brooks, Pierce, McLendon, Humphrey & Leonard, LLP	Winslow	Edward	ewinslow@brookspierce.com
United States	Tonneson + Co, Certified Public Accountants and Consultants	Mastrocola	Richard E.	rem@tonneson.com

	Subject	To Do	In Charge	Due Date
1	<p>Opening: Elisabeth Heller opens the meeting welcoming the many participants. She presents the new project to be discussed and developed by the Practice Group: A Guide on Intercultural Management and Business Etiquette. She explains the great value of such a publication as a persisting marketing tool:</p> <ul style="list-style-type: none"> • Unique product if for all GGI countries • Helpful for all GGI disciplines and clients • Excellent marketing tool • Communication guide • No expiration date – sustainable information • Each country approx. 6 pages 			
2	<p>Presentation Round The participants present themselves giving each one a very short statement about relevant topics of his country which should have to be considered in the Intercultural Guide (IG). It is very much appreciated that all participants committed to cooperate as authors in the IG. Details about the contributions see below.</p>			
3	<p>Structural Discussion In a lively discussion the general structure of the IG is discussed. The participants agree that there should be very resumed information, focussing on aspects of relevance for business; not much technical (articles on general intercultural topics) or background (history, economic data) information, considering the limited space of max. 6 pages per country.</p> <p>For an entertaining aspect of the publication a short section for curious information, short stories/experiences (1/2 page) could be added; important to provide <u>readability</u>, not only pure facts. Chapter I with general articles on intercultural aspects (e.g. propinquity) shall be added. The annex shall include bibliographic data for further lecture</p> <p>Developing a strict pattern authors have to stick to according to the structure.</p>			
4	<p>Individual comments and opinions to be considered when setting up the final structure:</p> <ul style="list-style-type: none"> • languages spoken (esp. in multilingual countries) • business protocol (even inside companies) • the meaning of gestures, hand signs • hospitality and gifts • usage of names (name/surname), Mr/Ms/Mrs, academic titles • grade of casualty/formality • language skills/importance of using national languages • topics for initial small talk (e.g. politics or religion), private questions • generation specific answers (ask younger and older authors) • split USA in various regional parts 			

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	<ul style="list-style-type: none"> • greeting forms (shake hands, kisses ...) • passion and patience • time factor and flexibility/creativity/risk aversion • scope of negotiation and contracting (bargaining, oral/written form); payment morality <p>Elisabeth Heller and Astrid Rechel-Götz will set-up a pattern, taking into consideration all comments made during the meeting. It will be sent out to all PG members for their comments and modifications.</p>	Develop pattern and send it out to PG members	Elisabeth/ Astrid:	30 June 2011
5	<p>Structure Based on a first draft Elisabeth Heller has set up in advance and the comments collected during the Munich Meeting a first structure for the country section of the IG is designed as follows:</p> <p>0. Facts and Figures ½ page of facts about the country, currency, national languages spoken, grade of English speaking people, necessity to speak local language, business hours, holidays etc. (pattern of ITPG Guide could be used and extended; ask Oliver Biernat and authors for OK)</p> <p>1. How to address to somebody Casualty versus formality: using names or surnames, Ms/Mrs/Mr, academic or other titles, respecting hierarchies and business protocol, greeting forms (shaking hands, kissing, embracing), respecting propinquity</p> <p>2. Getting to know each other The meaning of gestures and hand signs, topics and taboos for small talk (politics, religion, private issues?), hospitality (invite somebody home?) and gifts</p> <p>3. Enjoy your meal and drink Hours for different meals, importance of business meals, special food, table manners, drinks, drinking and refusing alcohol</p> <p>4. Perfectly dressed and well behaved in business and beyond The correct dress code and behaviour for all occasions: in business, at dinner, in private as well as in public life. Punctuality versus flexibility? Passion versus patience? Target orientation versus creativity?</p> <p>5. The art of negotiating and contracting The need of bargaining, oral versus written contract, politeness in saying “no”, payment morality</p> <p>6. Respect the other sex and generation Gender and generation specific aspects in daily and business life.</p>			

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	business-in.html			