



GENEVA GROUP INTERNATIONAL

GGI European Conference 2010 Madrid

Practice Group Meeting Enhanced Business Opportunities chaired by Elisabeth Heller

**23 April 2010, 14:00-17:30 hrs
Room Escorial Norte**

Minutes

**Enhanced Business Opportunities Meeting in Madrid, on Friday 23 April 2010,
14:00 – 17:30**

Astrid Rechel-Götz
Francisca Tondobala
Ignatius Bundi
Linda Uiharto
Mohammed Sorkhoh:
Robert D'Alessandro
Stefan Drawetz:
Tarek Zahaf
Ulrich Heers

Chair: Elisabeth Heller

PART I – Presentations

- 1) Short presentation of targets of practice group by the chairperson; own presentation of the participants; identification of possible future cooperation

The Practice Group EBO focuses on business development for GGI members and their clients. Target of EBO-PG is to support GGI members to grow their business. The meeting offers a tool box how to develop new performances to clients and how to market the full product selection. Additional focus will be spot on professional and sustainable networking among GGI members and their mandatory. Together we will elaborate marketing, sales and PR activities to encourage partners and members for expansion processes. Preparation of a yearly renewed work schedule will also be on the agenda.

- 2) Short presentations of topics of interest as follows



Innovation Workshop à see separate ppt

- New product ideas for your own practice– tool box to create new performances and to encourage team members to contribute and participate à see separate pdf.File.
- Cost and profit analysis for new performances

PART II – Exchanging Ideas

Mohammed Sorkhoh:

Risk Advisory Services – very important after crisis (transparency, check, confidence for the investors)

Corporate governance

Internal Audit as a “must”

Potential Clients:

Gaz and Oil companies

Banks and financial institutions

Marketing Ideas:

Personal contact and communications

Brochures and publications

GGI contribution

GGI experts e.g. Basel II – criteria in Basel II

Tools: Software for Internal Risk Audit and establishing Risk Management Approach

Training of the teams

Cost & Advantage: High Fee structure; permanent business, following business

Helpful: statistics to argue/indications for sales processes.

Communicating to Practice Group Auditing:

Tarek Zahaf:

Clients will reduced fees;

Platform to outsource – bundle activities

“Exchanging” clients

Low wages in Tunisia – “paradise for outsourcing”

Quality Management as Part of Original Country for the outsourced services

Training and permanent communication

ExCom/GGI head office as “arbiter”

Ulrich Heers:

Finance Services

Flat rate as solutions for fee structure



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Voucher less bookkeeping offered by Datev
New Management Information – Reporting
Jour Fixe to market it
Not hour related but solution wise
What is the performance unit – one hour or fifty minutes?

Ignatius Bundi:

Family Offices
Problems from Bank side:
Inheritance & Succession planning
Working Group installing
Countries priorities – Age structures and priorities (countries to start first)
Products for planning – tax enhancements; corporate structures (trust, trustee, last will); person itself willing to discuss this kind of issue

Investment & Financing
Start up companies for family offices as investment opportunities
Link between older and younger generation
SME's
Business Angel Project

Astrid Rechel-Götz:

Business Administration Packages for new clients – One stop shop service
Bank, town hall, ways to administrative institutions;
“Relocation” service – joint forces also with legal colleagues
“Services out of one hand”

Marketing tools – to present us jointly

Problems with recruiting – presenting us as a group
Search together

Stefan Drawetz:

Tax Advising, Business Valuation; Management Consulting; Datev User

New Products:

Reactivating UK Limited Consulting – booming in the past – using the GGI network
New Marketing and Website Relaunch, new contract terms

International Tax consulting – needs new marketing.
Cyprus, Dubai, CH, Malta

Francisca Tondobala + Linda Uiharto:

New Product:
Administrative Services for foreign clients; recruiting; payroll, license; establishing company structure, preparing auditing processes; One stop services to be offered the services



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Robert D'Alessandro:

Trustee, Fiduciary Services, Legal Structures, Investments

Relationship Business

Not in Tax business – but structuring international transactions

Fees: to re-examine our fees from a client's perspective, what is the client's benefit?

Whole frame of mind – to do this analyse on a regular basis.

Choose the right people of your team – it is psychological work