

Finding problems - creating solutions

How to market solutions (tools, hardware)

Promote GGI brand

Create and share common resources

Idea	Main Topic	Name	Support
Profiles of all ITPG members (members must know detailed qualification of the others)	Marketing tools	Oliver, Alexandros	
ITPG handbook (simple for first information!)	Marketing tools	Oliver, Graham, Ionut, Carlo	
Keep contact via meetings (most important aspect to create trust!), skype, emails: "Keep ITPG strong". Communication for even better relationship.	Promote brand GGI	Graham, Ionut, Thierry, Brigitte, Vassily	
Create a GGI trademark (strengthen by image as qualified professionals)	Promote brand GGI	Sergio, Attila, Carlo	
Practitioners' notes	Marketing tools	Robert	
Develop common platform (not talking about a single jurisdiction, but offering services for sophisticated solutions)	Promote brand GGI	Robert	
Let clients know we have partners all over the world with personal contacts.	Promote brand GGI	Ugo	
Preconditions: 1. cross-border clients, 2. capability, 3. trust	Identify problems, create solutions	Stanley, Vassily	
Identify and solve clients' needs	Identify problems, create solutions	Stanley, Brigitte	
Create solutions we can offer to clients (jointly and internationally).	Identify problems, create solutions	Carlos, Anita	
Improve knowledge about other jurisdictions.	Promote brand GGI	Viviane	
Inform service providers (e.g. banks) about our/clients' needs.	Promote brand GGI	Frédéric	
"Forcing clients to use our net" (use local experts)	identify problems, create solutions	Andreas	
Increasing professional awareness, prove qualification and use synergies (competition with Big4). "We are BETTER than the others." (quick reaction, good communication)	Promote brand GGI	Adinda, Serhat, Dov	
International Tax Bulletin about changes in national law (in common), quaterly newsletter.		Serhat, George	
Make people know we have these products, create adequate means for this purpose (e.g. handbook)	Promote brand GGI	Anita	
Joint form for offer (create common resources)	resources	Attila	
Find out special commercial fields we could offer tailor-made products for (e.g. transportation)	Identify problems, create solutions	Attila	
Have local seminars/presentations directed to clients to promote network services and capability.	Marketing tools	Artur	
GGI brand should be made aware to the outside world	Promote brand GGI	Alan	
Present ourselves in other countries with products	Identify problems, create solutions	Klaus	
Have and keep high quality standards by network guidelines.	Marketing tools	Claudio	
Offer cultural events promoted by GGI	Marketing tools	Claudio	
Use HQ support for organising events (technical, cultural, sports), ask for presence of HQ executives	Marketing tools	Claudio	
Create more practice groups to develop products	Identify problems, create solutions	Claudio	
Share Transfer Pricing Database	resources	Ionut, Artur	

Organise clients' events prior to GGI meetings (presenting many member firms)	Marketing tools	Stanley	
"The better we know each other, the better we can refer."	Promote brand GGI	Wolfgang	
Getting to know each other professionally (not only on a social base) e.g. by making presentations during meetings	Promote brand GGI	Vassily	
Have smaller task forces to create concepts on certain items.	Identify problems, create solutions	Justus	
Make clients move (offer opportunities to go abroad)	Identify problems, create solutions	Claudio, Justus	
Inform clients about network.	Promote brand GGI	Spyridon	