

**GGI CONFERENCE – CANNES – APRIL 2012**

**M&A PRACTICE GROUP**

**FRIDAY 27<sup>TH</sup> APRIL 2012 – 16.00 – 17.30**

**MINUTES**

**ATTENDEES:**

<b>Name</b>	<b>Company</b>	<b>Country</b>
Tim Van der Meer - Global Chair	Marktlink Fusies & Overnames B.V.	The Netherlands
Helen Robinson – Global Vice Chair	Wedlake Bell LLP	United Kingdom
Patrick Lemmens – Global Vice Chair	De Keijzer Nipius & Co Accountants B.V.	The Netherlands
Ady Nordman	Soroker – Agmon Advocates & Patent Attorneys	Israel
Oliver Biernat	Benefitax GmbH, Steuerberatungsgesellschaft	Germany
Ben Ho	Horizon Group	China
Alan Rajah	Lawrence Grant	United Kingdom
Richard Gibson	Haines Watts	United Kingdom
John Pannett	Haines Watts	United Kingdom
Yves Darbellay	Fiduciaire Fidag SA	Switzerland
Zsuzsanna Guzmics	Audit Service Kft	Hungary
Cornelia van Heerden	Heyns and Partners Inc	South Africa
Alain Girard	FIDAG	France
Age Seinstra	Limes International B.V.	The Netherlands
Paul Mulder	Zirkzee & Den Os	The Netherlands
Dr. Carlo Dalla Libera	Dalla Libera & Partners	Italy
Iannis Papapetrou	JCP AUDITCO LTD	Cyprus

Olena Makeieva	Aksonova & Associates LLV	Ukraine
Cindy Hsieh	Rowbotham & Company LLP	United States
Attilo Arietti	Dr. Arietti & Associati	Italy
Andri Bjorn Gunnarsson	DealMarket AG	Switzerland
Hugo Everaerd	De Keijzer Nipius & Co Accountants B.V.	The Netherlands
Richard Isham	Wedlake Bell LLP	United Kingdom
Simon Prisk	The Ruchelman Law Firm	United States
Christian-Andre Cronemeyer	Norenberg – Schroder Rechtsanwälte	Germany
Yves Thorn	Statera Audit S.a.r.l.	Luxemburg
Mariagiulia Signori	COMMA 10 Commercialisti & Avvocati	Italy
Andrew Jones	Haines Watts	United Kingdom
Sven Cornelis	ACCO Accountants	Belgium
Cyriel Cornelis	ACCO Accountants	Belgium
Inna Deputat	Aksonova & Associates LLC	Ukraine
Dr. Paola Parma	Palmer Legal	Italy

## 1 WELCOME

1.1 Introduction by Tim van der Meer

1.2 Introduction of each attendee

## 2 BUSINESS PLAN 2012 – TIM VAN DER MEER

2.1 Presentation to the practice group of the Business Plan for M&A PG 2012.

- **Goals:**

Increase business/professional knowledge between the members;

Increase awareness of members expertise;

Provide a valuable network of specialist advisors for clients:

Increase business referrals between members;

Encourage cross-border activity and joint projects between members.

- **Key points business plan:**

New members

GGI M&A Network Guide

GGI Forum

Dealmarket

European and World Conferences

Linked In Group

2.2 GGI M&A Network Guide – bullet points from discussion:-

2.2.1 Is a book (like that produced by ITPG) the answer as a marketing tool?

2.2.2 Would a website be better?

2.2.3 Question is whether it will be out of date too quickly

2.2.4 Commitment to produce from members?

2.2.5 Website would have on-going commitment problems to keep it up to date

2.2.6 Whatever the format in addition to the items listed in the Business Plan we should consider including the following:-

a) Business succession

- b) Exit taxation
- c) Tax planning
- d) Articles e.g. valuation
- e) Insurance
- f) Employment issues
- g) Commercial issues

2.3 Andrew Jones (Haines Watts) suggested we looked at PWC tax publication as to an overall idea of what other networks are producing.

2.4 Please see further comments under "Outcomes" below.

### **3 DISCUSSION – PATRICK LEMMENS**

3.1 General discussion on issues to market/publicise the M&A PG to create more business. Potential M&A only conference. Marketing material. Website etc.

### **4 PRESENTATION – TIM VAN DER MEER**

4.1 Presentation on creating shareholder value with leveraged recapitalization – see attached slides for more information.

### **5 DISCUSSION – HELEN ROBINSON**

5.1 Issues for professionals in M&A transactions – see attached slides for more information.

### **6 DISCUSSION – INTERNATIONAL M&A GUIDE**

6.1 See also above at 2.2

6.2 Presentation – see attached slides for more information.

### **OUTCOMES**

The MAPG board is pleased to conclude to be able to proceed on working out the business plan. A book or website as media used to market, promote the MAPG and communicate within MAPG will be discussed with GGI HQ. Board will keep members updated. In order to progress this and the other items on the Business Plan the Chair will be looking into and seeking views upon:-

1. Creation of a website/microsite or M&A book in conjunction with GGI
2. Paper marketing material – newsletter etc
3. A London day conference for the M&APG (Wedlake Bell have offered to host)
4. New members – in particular M&A boutiques