



GGI CONFERENCES GMBH

**WORLD CONFERENCE
27-30 OCTOBER 2011**

Toronto, Canada

WORKSHOP SUMMARIES

(six workshops in total / Saturday, October 29, 2011)

1. Establishing a new practice group – Public Procurement

Dr. Laszlo Tunyogi

GGI is setting up a new Practice Group with the participation of public procurement expert companies and specialists. All around the world, legislation and regulations control the transparency of the procurement projects carried out by companies in the public sector and the selection criteria of suppliers. A correct public procurement procedure requires in-depth knowledge of marketing, electronic procedure-techniques, legislation, financial-economic management, project management, and technical and consultation techniques. Public procurement advice is a specific business venture, and a unique profession. Very often these services are provided by law firms.

2. I receive little referred business from within GGI

or

I receive plenty of business from within GGI and will tell you how

Graham Busch and Richard E. Mastrocola

We'd all like to receive tons of referred business from our fellow GGI members. For some it happens. For others, maybe not.

This workshop seeks to explore the reasons why or why not through our experiences. Business gainers will share the secrets of their success. Those receiving little business will share their experiences and hopefully benefit from the referral recipients.

Please join us for a frank, lively, and hopefully beneficial, discussion.

3. Understanding GGI (compulsory for all candidates and new members)

Michael Reiss von Filski

An interactive overview offering a better understanding of the daily life of GGI, membership criteria, selection of members, conferences, workshops, practice groups, the charter, and the functioning of Head Office, the Regional Offices and the Executive Committee. This workshop is not only interesting for new or first-time attendees, it will also provide participants with an in-depth view of daily operations as handled by the GGI management, strategic outlooks and future plans. Clearer insight into the structure and functioning of GGI can also result in expansion of your business, since it provides you with the ability to explain GGI better to colleagues in your firm and your clients.



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4. The Five Growth Drivers: A Workshop Discussion

Jennifer Lee Wilson

Ever wonder what your peers focus on to drive firm growth? Attend this workshop session to:

Discuss the top five growth drivers facing most firms with the help of a facilitator:

1. Unity around your firm's strategy and vision
2. Partner performance and accountability
3. Marketing plans and programs
4. Developing a true sales culture
5. Enhancing client service

Break into smaller groups and share strategies with other members who want to operationalize programs around the same driver you most want to focus on in your firm.

Leave this session with some concrete ideas that will differentiate your firm and propel you forward.

5. Making overseas acquisitions work

Dipankar Chatterji – L B Jha & Co.

Most of the cross border acquisitions in the past destroyed rather than creating shareholder value. In spite of this, the corporate sector all over the world is continuing to restructure its business through the inorganic route in an unprecedented manner to overcome the challenges posed by globalization. Even when the world economy was going through a phase of uncertainty, 2010 witnessed 40,983 global M&A deals valued around \$3 trillion. Many individual deals were valued more than billion dollars. Cross border deals entail enormous investment both in human and financial resources. Failures of such deals had been costly and often pushed the acquirer near bankruptcy. The most common reasons for failure of acquisitions and not meeting the initial optimistic expectations have been identified as:

- Wrong selection of target
- Lack of attention to cultural factors during due diligence
- Lack of compelling strategic rationale for acquisition
- Flawed understanding of the business
- Lack of shared vision
- Conflicting corporate or national culture
- Not investing adequate resources to consummate the transaction

The workshop will deliberate on various ways of anticipating and avoiding these common mistakes and evolve basic steps for managing acquisitions successfully.



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6. Mergers and Acquisitions of Your Firm: Practical Considerations

Hal K. Litchford

GGI members have frequent opportunities to merge their practices with larger, more diverse or more global organizations. The traditional motivations for merging a practice are to expand or upgrade the member's practice or to provide more certain succession solutions. In this workshop, we will explore these motivations as well as other advantages and disadvantages of mergers from the selling member's standpoint. We will examine and discuss the many factors and variables that influence the decision to merge and focus on the critical process of investigating and selecting an appropriate acquiring partner. Other topics we will consider are the mechanics of an acquisition and issues that may arise during implementation and integration.

The workshop leader just completed the merger of his practice with a larger firm and he brings the experience and insights gained from this process to the discussion.

We kindly thank our sponsors

