



GENEVA GROUP INTERNATIONAL

**GGI World Conference
Beijing, China
21 – 24 October 2010**

Workshop Summaries

Success stories and flops: benefit from the experience of other GGI members

Oliver Biernat – Benefitax GmbH

This workshop is designed as a platform for exchange of ideas and experience between GGI members. All of us have developed successful strategies to approach the market and all of us have seen ideas fail. The participants will be asked to report on their positive and negative experiences so that other members can learn from that, thus avoid making the same mistakes or profit from successful strategies. Possible topics could be: One-stop-shop solutions, specialization vs. generalization, hiring staff, convince clients to pay high(er) fees, USP's of GGI members, do's and don'ts on how to use your GGI membership, marketing strategies, cooperation of GGI member firms.

Doing Business in China

Scott Garner, JD, CPA LEHMAN LAW

The workshop will focus on the essentials of doing business in China. The workshop will begin with a very brief but very important overview of China's recent history in order to put China's business environment and legal and regulatory environment into perspective. Following the historical analysis, the current business environment will be discussed including relevant statistics, demographics, and recent business and market trends. The workshop will then discuss the specifics of setting up in China including allowable types of foreign investment as well as allowable business forms, including Rep. Offices, Wholly Foreign Owned Enterprises, JV's etc. The session will then progress to a discussion on China's labor and employment law, an extremely important topic that affects virtually every business in China regardless of company size or industry. The session will end with a brief overview of China's legal system as well as its strengths and limitations when protecting foreign businesses. Following the workshop will be a question and answer session.

Business opportunities in / from China

Richard He – Horizon Group

China has over 1.3 billion in population with \$2,454M of foreign exchange reserves and \$4,909,280M of GDP output with growth of 9.5% in 2010. The workshop will focus on the actual business situation and trend of China in some of the economic sectors with the greatest potential: retailing; manufacturing; automotive; biotech and medical; construction and infrastructure; energy; finance; IT/telecommunication; media and entertainment; education service, etc.

China is diversifying its government investment portfolio from its present US government bonds to US equity, mining in Australia, Spanish bonds etc. The workshop will discuss any further business opportunities from China. During the workshop we'll also discuss the impact of these opportunities to professionals and the opportunities for our professionals to catch up and support such kinds of business opportunities.

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Making overseas acquisitions work

Dipankar Chatterji – L B Jha & Co.

International studies have established that between 40% to 80% of mergers and acquisitions prove to be disappointing. In spite of this, the hunger for acquisitions and specially cross border acquisitions is increasing day by day. According to a study by Mckinsey & Co., even in 2009 during the aftermath of the global recession 5,800 companies were involved in the process of acquisitions valued at \$ 2.3 trillion. Many of these deals were large deals valued at nearly billion dollars or more. Many of them were cross border acquisitions, structured with great complexity. Enormous amount of resources were spent in planning, studying and closing these acquisitions. In spite of such effort many acquisitions fail. Why do acquisitions fail or destroy shareholder value or fail to meet initial optimistic expectations? The most common reasons are –

- Wrong selection of target
- Lack of attention to cultural factors during due diligence
- Lack of compelling strategic rationale for acquisition
- Flawed understanding of the new business
- Unrealistic expectations or excessive valuation
- Flawed integration management
- Lack of shared vision
- Conflicting corporate or national culture
- Not investing adequate resources to consummate the transaction
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The workshop will examine various ways of anticipating these common mistakes and understanding the acquisition strategy which will ensure how synergies and hidden values can be unleashed.

New Practice Group:

International Estate Planning, Trusts and Wealth Management

Robert Anthony - Anthony & Cie

It is the intention to develop this practice group which includes trusts and private equity issues. The idea is to enable cross jurisdictional support by member firms internationally creating investment opportunities and vehicles for firms and clients. The opportunity to create our own technology fund and cross fertilize international projects will create new missions and new openings for sponsorship by banks and other institutions.

In addition technical exchange should not be forgotten together with important evolution in domestic legislation in home countries that could be of interest to other members of GGI.

The meeting will formalize by appointing regional representatives. We already have someone for the Americas. The idea is to have an interactive website and internet conference meetings to keep the group active event outside of GGI meetings. Sponsorship will be sort to maximize administrative support.

Your ideas and contributions are welcome. Be part of GGIs future from today and be there at our meeting in Beijing.

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Advising clients, beyond the economic crisis and the GGI advantage

Elisabeth Heller – Heller Consult

The economic downturn in the last years and increasingly complex regulatory issues require pro-active and efficient solutions for GGI members and their clients. This workshop will analyze the current situation of GGI members whose clients have been affected by the downturn, suggestion efficient ways to better serve them. Clients struggling with reduced budgets need more than just professional, technical advice: they also require more efficient assistance and innovative solutions. As a member of GGI, you have a broad range of possibilities and opportunities to help your clients and find international solutions.

This workshop is based on creative moderation tools. We will exchange best practice ideas, learn from other professions and cultures and elaborate common solutions.

The advantage of GGI: The broad GGI network enables the sharing of business, tools, ideas and expertise.

Managing risk and compliance in a post Madoff world of increased bank bureaucracy, decreased bank secrecy and challenging regulatory trends

Robert D'Alessandro - Advocates CREDAL

The workshop shall discuss the latest trends in Anti-Money Laundering rules, bank procedures relating to international transfers, confidentiality of client operations, dealing with politically exposed persons, as well as what actions are considered as tax evasion in some jurisdictions but not in others and how best to use the GGI network to detect and protect advisors and clients from such variations. The workshop shall function as a roundtable discussion of practitioners sharing experience, jurisdictional updates and best practices relating to know your client procedures and due diligence monitoring in terms of client and project risk management from a legal, financial and networking perspective.

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