



GENEVA GROUP INTERNATIONAL

**Geneva Group International World Conference
Budapest, Hungary
15 - 18 October 2009**

WORKSHOP SUMMARIES

GGI's intercultural diversity: your advantage for business

Astrid Rechel-Goetz

Intercultural management and the understanding of other cultures and their particularities are crucial for international business success. Is it appropriate to invite a Japanese businessman to my home? Should a greeting card sent towards the end of the year contain "Season's Greetings" rather than "Merry Christmas"? Does my business partner expect me to negotiate on price or is he used to considering his proposal as the one and only binding offer? Minor issues as well as fundamental conceptual differences sometimes determine whether a business is successful or not. GGI has a broad advantage since we have member firms in over 70 countries. This workshop aims to create a better understanding of intercultural management principles and to encourage better use of the opportunities offered through GGI. Although scientific information about intercultural understanding is useful, this workshop takes a practical approach to (business) life in our GGI partners' countries. In future, it is intended to compile a handbook containing various crucial intercultural information, in order for GGI members to successfully do business in other cultural environments.

Increasing referred business within GGI

Oliver Biernat

Referred business can only increase when your fellow members are aware of your firm and you as a private individual, and of your particular skills and expertise. This workshop will explore and analyze the preliminary steps to create this necessary awareness, as well as to understand fellow member firms, and will discuss the large amount of opportunities GGI offers to increase referred business. In particular, technical aspects (e.g. active involvement in conferences, practice groups, Insider, etc.) as well as short-term strategies and conceptual requirements will be considered.

Advising clients, the economic crisis and the GGI advantage

Elisabeth Heller

The economic downturn 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 are affected by the downturn, suggesting 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. The broad GGI network enables the sharing of business, tools and expertise.

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Understanding GGI

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 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 to your clients.

Network development

Claudio Cocca

This workshop explores how you can be actively involved in the development of the network, and the interesting advantages you gain from this: from simple benefits such as the membership award program for members to additional business referrals and better recognition of your firm. For example, have you ever thought about the impact that a coordinated campaign with Head Office could have in your region? GGI is also always very interested to receive suitable recommendations from existing members who have had a positive experience with a potential member candidate. This workshop will explore and explain the possibilities, pitfalls and opportunities for GGI members who want to be involved in network development and/or due diligence of new member candidates.

Improved networking – the GGI networking guidelines

Robert D'Alessandro

This relationship management workshop looks at some of the most efficient ways to increase business via GGI interaction, creating improved overall awareness, and considers how using the network can add value to members. A variety of ways to effectively respond to the specific GGI environment will be reviewed, also for partners and staff of GGI firms, in order to illustrate ways of developing benefits through affiliation to GGI. The workshop will focus on new initiatives, with the purpose of providing guidelines for high-quality GGI networking, rather than considering established opportunities such as initiating a practice group, chairing a workshop, publishing an article in Insider, etc.

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Thinking outside the GGI box – innovative strategies

Ionut Catalin Zeche

Today more than ever, innovation is a key element of sustainable business success. Attending a conference or sending out an email newsletter are no longer marks of distinction but essential elements of business in any professional firm. How about some more innovative strategies: have you ever thought of setting up a business association or an additional platform? Innovative initiatives can be brought to life much more easily with the help of a network like GGI. This workshop is intended for experienced networkers and GGI members who want to “think outside the box”. The example of the establishment of ORCA, the Romanian Cypriot business association which was an initiative of two GGI member firms, underlines what additional opportunities can be obtained through GGI.

Work-life balance

Gordon Smith

There is an old English saying which goes as follows:

“All work and no play makes Jack a dull boy”

This session will discuss various ways and means of dealing with the perennial problem of work-life balance and how to avoid working 24/7 all year round. The following topics will be discussed, among others:

- Client accessibility (both ways!)
- Boundaries
- Leaving problems in the office
- Talking issues through
- Mental health issues
- Physical health issues
- Sharing
- Delegation
- The indispensability fallacy
- Succession planning

By the end of this session it is hoped that participants will have a clearer understanding of how to leave problems in the office and better manage their lifestyles.

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