

An Evening with the British Business Club Düsseldorf

Wednesday, 7 July 2021

Ian MacKenzie

Hon. Chairman

British Business Club Düsseldorf

- Founded in 1958
- 150 members
- Hon. President – British Consul-General
- Business & social events
- Famous speakers
- Contact: info@britishbusinessclub.de



Business Forum

- All guests from the UK will have an opportunity to speak
- BBCD members may use the chat function
- BBCD panel
 - Ian MacKenzie
 - Andrew Peat
 - Steve Proctor
 - Patrick Rode
 - David Roe
 - Alan Rowlands
 - Günter Schwaderlapp
- We plan to finish in good time for the other event this evening!

Introduction to the German Market

Steve Proctor & Andrew Peat

Federal Republic of Germany

- Europe's largest economy
- UK's second largest export market
- 16 federal states – highly decentralised
- Points to consider when entering the market...
 - quality of products/services
 - level of professionalism
 - high levels of education and training



Germany – UK Comparison

	Germany	UK
Area (km ²)	357,022	243,610
Population (millions)	83.90	67.61
GDP per capita €	40,116	37,728
Exports % GDP	36.20	14.87
Trade balance % GDP	5.80	-1.08



Doing Deals in Deutschland

Are you seriös ?

David Roe

Communicating with Germans

- “They all speak English, don’t they?”
- Write; don’t phone
- Respect the hierarchy
- “That’ll do” will simply not do
- Answer the questions before they are asked
- *Herr* and *Frau* are first names
- No courtesy calls
- Humour is not a laughing matter
- Only have one chance to create a first and often lasting impression!

The Ten Commandments Thou shalt

I Show commitment

II Plan thoroughly

III Avoid ambiguity

IV Be punctual & prepared

V Allocate resources

VI Demonstrate service

VII Think partnership

VIII Support thy intermediaries

IX Maintain the pressure

X Be patient

Brexit

- Free trade agreement between EU and UK
 - Customs declarations and VAT issues
 - Extra costs and delays
- No free movement of people and services
 - Visas for staying more than 90 days in 180-day period
 - Mobile phone roaming no longer guaranteed
- UK Limited no longer legally recognised in Germany
 - GmbH (& Co. KG) – 25,000 EUR share capital
- Two regulatory frameworks
 - Product standards
 - Professional qualifications



Freundship