

Central and Eastern Europe – Opportunities and Risks of a Growth Market



International Business Symposium at the EMO Hanover 2007

www.EMO-Osteuropasymposium.de

19 September 2007, Hanover

Benefit from the boom in Eastern Europe!

Find out:

- which strategy will turn your business in Eastern Europe into a success
- how to set up a profitable sales structure for Eastern Europe
- how to protect yourself against non-payment risks
- how to set up and manage a plant in Eastern Europe



Image: imago



Image: imago



An event by:

Produktion
Die Wirtschaftszeitung für die deutsche Industrie

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Preface

Eastern Europe deserves our particular attention. The markets in Central and Eastern Europe are teaming up with the Asian countries in driving the global demand for machine tools to new record levels. However, Central and Eastern Europe is also getting more and more important as a sales and procurement market where international companies are investing heavily to set up state-of-the-art production sites. Especially for Western European machine-tool manufacturers Eastern Europe is part of their home market right next door. They benefit in particular from the investment boom in the East.

Against this background many industrial-goods manufacturers intend to step up their activities in Eastern Europe. Yet such a move requires thorough consideration and preparation. The countries in central and Eastern Europe do not represent a homogenous unit. They have got their own specific characteristics in terms of mentality, business customs and cultural pre-conditions that have to be taken into consideration. Furthermore, the

economic situations of these individual markets differ significantly, which also applies to the environment for setting up sales and service functions and production sites.

These topics will be explored at the international business symposium at the EMO Hanover 2007. Experienced players on the Eastern European market will discuss the key aspects for setting up and expanding business in Eastern Europe. They will provide advice on the right networks to be approached, they will highlight particular political and legal features of the various countries, and they will present financing options for doing business in Eastern Europe.

We address the top management level of international production-engineering companies that intend to enhance their global business on the basis of strategic decisions. To them we offer our support to make sure that the opportunities of their activities in Eastern Europe exceed the risks.

We look forward to seeing you in Hanover!



Carl Martin Welcker
Chairman of VDW
(Association of German Machine-Tool Builders),
Frankfurt am Main



Eduard Altmann
Chief-Editor
Wirtschaftszeitung Produktion



19 September 2007

8:30 am
9:15 am

Welcome coffee, provision of congress documents

Opening and Welcoming Address:
Carl Martin Welcker, Chairman of VDW
Chairman:
Eduard Altmann,
Editor-in-Chief of “PRODUKTION”

9:30 - 10:15 am

Globalising Successfully

- Decisions on business locations on a broad basis
- Customer relationship and innovation management
- How to succeed in globalisation while securing the existing markets
- Using opportunities and minimising risks

Dr. Robert A. Wassmer, President MAG Industrial Automation Systems



10:15 - 11:00 am

Investing in Eastern Europe – Opportunities and Potential Problems

- Some definitions related to “Eastern Europe”
- Central and Eastern Europe – a booming region
- Clichés and reality about doing business in Eastern Europe
- Selected potential problems about doing business in Eastern Europe:
 - insecure environment (corruption etc.)
 - infrastructure
 - employees
 - intercultural aspects



Prof. (FH) Mag. Andreas Breinbauer, Vice Dean (FH), head of the “Central and South Eastern Europe” MBA program at the University of Applied Science (FH) of bfi Vienna

11:00 - 11:30 am

Coffee Break and opportunity to visit the exhibition

11:30 - 12:15

Hedging against Non-Payment Risks in Eastern Europe

- The basics of credit insurance
- Distinction between political and economic non-payment risks
- Special characteristics of non-payment risks in Eastern Europe



Cynthia Cordon y Roland, Country Manager, International Network Department, Euler Hermes Kreditversicherungs-AG

12:15 - 1:15 pm

Lunch and opportunity to visit the exhibition

1:15 - 2:00 pm

Market Entry and Sales Strategies in Central and Eastern Europe – the Example of Walter AG

- The right market strategies for entering markets with a high potential for growth
- Selecting appropriate sales channels and utilising the related sales opportunities
- Winning customers and maintaining customer relationships in a market featuring numerous intercultural differences
- HR management and HR development in Eastern Europe



Pawel Duzniak, President Central Eastern Europe, Walter AG

2:00 - 2:45 pm



Setting up and Enhancing Production in the Czech Republic

- Criteria for selecting the right location and establishing the company
- Organisational link-up to the parent plant in Germany
- Further development of the location to open up the Eastern European market

Dr. Michael Wenzel, General Manager, Reis GmbH & Co. KG Maschinenfabrik

2:45 - 3:15 pm



Russia – Sales Opportunities for Machines

- The current industrial policy of the Russian government – objectives up to 2010
- Market data on the mechanical engineering industry, the automotive industry, the transportation industry, aviation and ship-building
- Specific examples of investment projects in the Russian regions

Edda Wolf, Russia and South-East Europe Desk, German Federal Agency for Foreign Trade, bfai

3:15 - 3:45 pm

Coffee Break and opportunity to visit the exhibition

3:45 - 4:30 pm



Relocating Production: Requirements for Machine Builders

- The global production network of Bosch Rexroth
- The lead-plant structure of Bosch Rexroth
- Building up the necessary infrastructure
- Low-cost-country sourcing (LCC sourcing)

Manfred Grundke, Chairman of the Management Board, Bosch Rexroth AG

4:30 - 5:15 pm



Higher Competitiveness through an Extended Workbench – the Example of the Gildemeister Group

- Why FAMOT and why in Poland?
- Mechanical production of machine-tool parts
- Better market position in Eastern Europe
- Cooperation with the German production sites

Zbigniew Nadstawski, General Manager of FAMOT Pleszew S.A., Gildemeister Group

5:15 - 6:00 pm

Panel Discussion: Does It Make Sense to Invest in Eastern Europe?

6:00 - 6:10 pm

Remember and Ending

approx. 6:30 pm

Get together

Euler Hermes Kreditversicherungs-AG, Süddeutsche Zeitung and the “PRODUKTION” business newspaper invite you to a stylish evening reception to continue the discussions and exchanges with your colleagues in an informal atmosphere and to establish new contacts.



Sponsors



Euler Hermes Kreditversicherungs-AG

Euler Hermes Kreditversicherungs-AG is part of the international Euler Hermes Group, Number One on the world market. Together with our subsidiary Euler Hermes Forderungsmanagement GmbH, we support our clients in every aspect of their credit management as Germany's leading credit insurer. We provide a full range of services comprising credit insurance, fidelity insurance, bonding and guarantees, debt collection and credit rating. We design individual solutions for companies to bolster their market strength and assure their future success.

Euler Hermes is present in the major trading countries all over the world with its own companies or participations. With the information we get on these markets and the companies in them we can offer our clients a comprehensive package of services tailored to their special needs in every country.

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Süddeutsche Zeitung – Market Leader and Key Medium

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Partner



VDW – Organiser of the EMO Hanover Fair 2007

VDW, the association of German machine-tool builders headquartered in Frankfurt / Main, has been the representative body of the German machine-tool industry for more than 115 years. Together with the VDMA association for machine tools and manufacturing systems, VDW has to about 270 voluntary members representing approximately 90% of the turnover of the entire industry. VDW represents the interests of its members on a national and international level.

VDW is one of the few industry association organising trade fairs for its members. On behalf of CECIMO, the European umbrella association of the machine-tool industry, VDW organises the EMO Hanover Fair from 17 to 22 September 2007. On its own accounts VDW organises the METAV Düsseldorf Fair from 31 March to 4 April 2008.

For further information visit

www.vdw.de, www.emo-hannover.de, www.metav.de



Information for Participants

Dates:

Central and Eastern Europe – Opportunities and Risks of a Growth Market International Business Symposium at the EMO Hanover 2007

on Wednesday, 19 September 2007

Venue:

Deutsche Messe Hannover
Convention Center CC
Hall 1 A and Hall 1B
Messegelände
D-30521 Hanover
Germany

Congress Language:

Simultaneous translation
German into English and English into German

Registration Fees:

Symposium Central and Eastern Europe –
Opportunities and Risks of a Growth Market
on 19 September 2007: € 195,- plus VAT

Special price for Exhibitors at the EMO Hanover:
€ 125,- plus VAT

The following services are included in the registration fee:

- Participation in the Symposium
- Documentation
- Lunch
- Reception and dinner on 19 September 2007
(assuming participation in the symposium)
- Refreshments during the breaks
- Visit to the symposium exhibition
(assuming participation in the symposium)

Registration:

Please complete and return the attached registration
coupon or register at

www.EMO-Osteuropasyposium.de

On receipt of your registration we will send you a
confirmation note and an invoice quoting conference
no. 873.736.

Invoices should be settled by the beginning of the
conference at the latest. Unless another participant is
designated, cancellation after **10 September 2007** (date
of receipt of the cancellation notice) and no-shows will
result in forfeiture of the entire participation fee.
Cancellations made before **10 September 2007** will be
subjected to a processing fee of € 25,-.
Please note that all registrations and cancellations must
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The organizer reserves the right to change, postpone,
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Central and Eastern Europe – Opportunities and Risks of a Growth Market

Registration form. For easy registration send by fax to ++49 8191 125 404



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International Business Symposium at the EMO Hanover 2007 19 September 2007, Hanover

- I hereby register with the EMO Symposium “Central and Eastern Europe” on 19 September 2007 in Hanover for € 195,- plus VAT.
- I am an exhibitor at the EMO Fair and hereby register with the EMO Symposium “Central and Eastern Europe” on 19 September 2007 in Hanover for € 125,- plus VAT.
- We are interested in showcasing our company at the EMO Symposium “Central and Eastern Europe”. Please send us further information at no charge and on a non-binding basis.

For registration and further information on the symposium please contact:

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