

Our Service Portfolio: Internationalisation



Internationalisation calls for experience

Internationalisation

Since new Central and Eastern European countries have joined the European Union, the European markets have experienced a permanent change. In many industries, competition is more fierce now which has forced changes in companies of all sizes. To ensure successful business development and solid business growth, you have to open up new markets. This means also that you have to expand your own contact and communication networks with customers, suppliers, partners, and investors, and with political and social decision-makers nationally and internationally. You have to explain and convey the need for reforms and changes to all affected parties.

Spreeforum International provides specialised services in the areas change management, internationalisation, strategy, marketing and sales, and in all areas of international corporate communication. We consult and assist your efforts to enter new markets in Central and Eastern Europe in all relevant corporate divisions.

Central and Eastern European markets are themselves in a state of flux, with many companies showing impressive growth rates while producing interesting and high-quality products. In many cases, these companies want to open up the biggest market in Europe and thus turn to Germany. They therefore need all kinds of customers and relationships in the German-speaking areas. We offer consulting services and assistance here, based on our long-term experience and extensive relationships.

Change Management

One of the basics for working efficiently in Central or Eastern European branches often underestimated is the good integration of the teams in parent company and subsidiary. Here, the focus should be on the intercultural aspects, i.e. the differences in how employees think and act.

One of the features of our work is that we are always acting between the priorities of different business cultures. We know the intercultural differences and the things they have in common from our daily work and know where problems might occur. We are specialists for adjusting German business processes and requirements to the realities of Central and Eastern European markets. For you, this means that you only have a minimum of friction loss and misunderstandings. Communicating with your branches in Central and Eastern Europe or your partners in these countries is easier and you save a lot of time and resources.

International Competence

Spreeforum advises you in a comprehensive and qualified way and has a network of selected specialists at hand. For us, being a specialist does not mean being able to do everything ourselves and to provide fast, general solutions but to strive towards long-term successes. To achieve this, we bank on a strong and trustful collaboration with our customers and partners.

Our international service portfolio is complemented by our partners: Tax consultants, lawyers, engineers, business economists and controllers with international experience, marketing, communication, and sales specialists as well as consultants, service providers, and logistics experts acting globally and having sites in many different countries in Europe.

We want to assist you in the whole process of opening up new markets: from making the decision over successfully implementing individual projects to achieving the goals you have defined. We offer a lot more than the classic solutions.

We support you in the following areas

- Developing a strategy
- Establishing contact with customers, suppliers, cooperation partners, and investors
- Communicating with political decision-makers, public authorities, and organisations
- Working on your PR and media representation
- Developing an individual marketing and sales concept
- Training and coaching your employees
- Finding and analysing sites
- Managing administrative and organisational processes
- Executing logistic planning
- Managing projects at home and abroad
- Recruiting and developing your human resources



Intercultural Management

Good manners are in great demand on the international stage! Competent and likeable etiquette play an important role representing your company and communicating with customers and partners.

In the course of globalisation, it becomes increasingly important getting to know the etiquette of other culture groups and to master them. Our workshops help you to identify the basic feature of different business cultures to avoid misunderstandings or even the failure of international business relationships.

International Marketing

Cultural differences significantly effect your business operations abroad – especially on marketing. This is due to the fact that cultural distinctions might lead to considerable differences in the buying and consumption habits in different societies.

Taking this into consideration, we provide services helping you to avoid inherent errors regarding this sensitive issue. Questions regarding product design, packaging sizes, the naming of companies and products as well as commercial and medial representation require intense knowledge of the customer behaviour of different markets and regions. In our market analyses and consulting services, we will focus our effort on this aspect so that you will be able to act successfully when opening markets – right from the beginning.

Country Dossiers and Environment Analyses

For companies investing and working abroad it is especially important to have a lot of valuable information on the medium- and long-term political and social change processes and on the respective business developments.

Due to our international contacts, our company can provide you with individually processed information and provide you a greater context. In cooperation with our partners at home and abroad and using our knowledge on business, politics and public services, we create complex country dossiers and analyses that give you a decisive advantage over competitors at the respective site and at home.

Company Foundation / Industry Settlement

Parent companies in Central and Eastern Europe are part of our skills. Here, we consistently follow the “One Stop Shop” approach, i.e. we do not only do the actual legal company formation for you but also carry out all preceding and following steps. We provide you with a fully functional turnkey site where you can start working right away.

The main steps when forming a company are:

- Selecting a site
- Finding real estate
- Legally forming the company
- Building an infrastructure (e.g. bank account, telephone, Internet, furniture)
- Managing administrative aspects and getting all required permits

Identifying the Site

The question whether or not a newly formed or relocated branch in some foreign country will succeed often depends upon choosing the right site. This choice requires a profound analysis taking into consideration many different factors: transport infrastructure, availability of land and/or commercial real estate, regional education infrastructure, cost of labor and cost of social security systems, educational and qualification level and availability of qualified employees, resource planning, logistics management, urban and regional structural situation, etc.

Spreeforum International performs these analyses for you and uses them to propose adequate sites. We are working with experienced project managers, logistics experts, engineers, business economists and other experts to ensure that we will find the perfect site for you where you can reliably make your goals and plans come true.

International Human Resources Consulting

When opening up foreign markets, human capital is often decisive for success or failure. This applies to the cooperation between the different departments and locations at home and abroad, to understanding the different languages or business cultures, and to worries regarding job security and the future when the company expands or relocates to foreign countries. Perfect cooperation between all locations and departments often requires optimised communication and respective training sessions involving both employees and executives of a company in the development of the company.

On the other hand, it is important to find qualified, experienced, and motivated new employees who will drive forward the company as a whole. This applies both to executives and commercial and technical assistants. In general, however, you will need more than subject expertise: Soft skills such as communication and team skills, social behaviour, and (inter)cultural integration play a major role.

Spreeforum supports you together with its international partners in all aspects of international HR consulting, HR development and recruiting.

International Recruiting

At present, Central and Eastern European markets distinguish themselves by their lack of qualified people in many areas, a high fluctuation rate, and by the (sometimes) exaggerated salary expectations of the employees. Thus, a professional approach to both recruiting and keeping your employees is essential if you are to avoid endangering your operative business due to a lack of personnel.

We help you recruiting specialists and managers in Central and Eastern Europe. Depending upon job profile, industry and customer requirement, we use one of the following methods:

- Advertised search (advertised selection)
- Direct search
- Executive search / headhunting

Spreeforum International operates as personnel consultant all over Europe. We provide this service in collaboration with the international network of consultants (Augerion) in which our company is an executive shareholder.

SPREEFORUM INTERNATIONAL

Symbiose aus Beratung und Agentur

