

Entering European Markets in a Challenging Environment

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EU – Europe

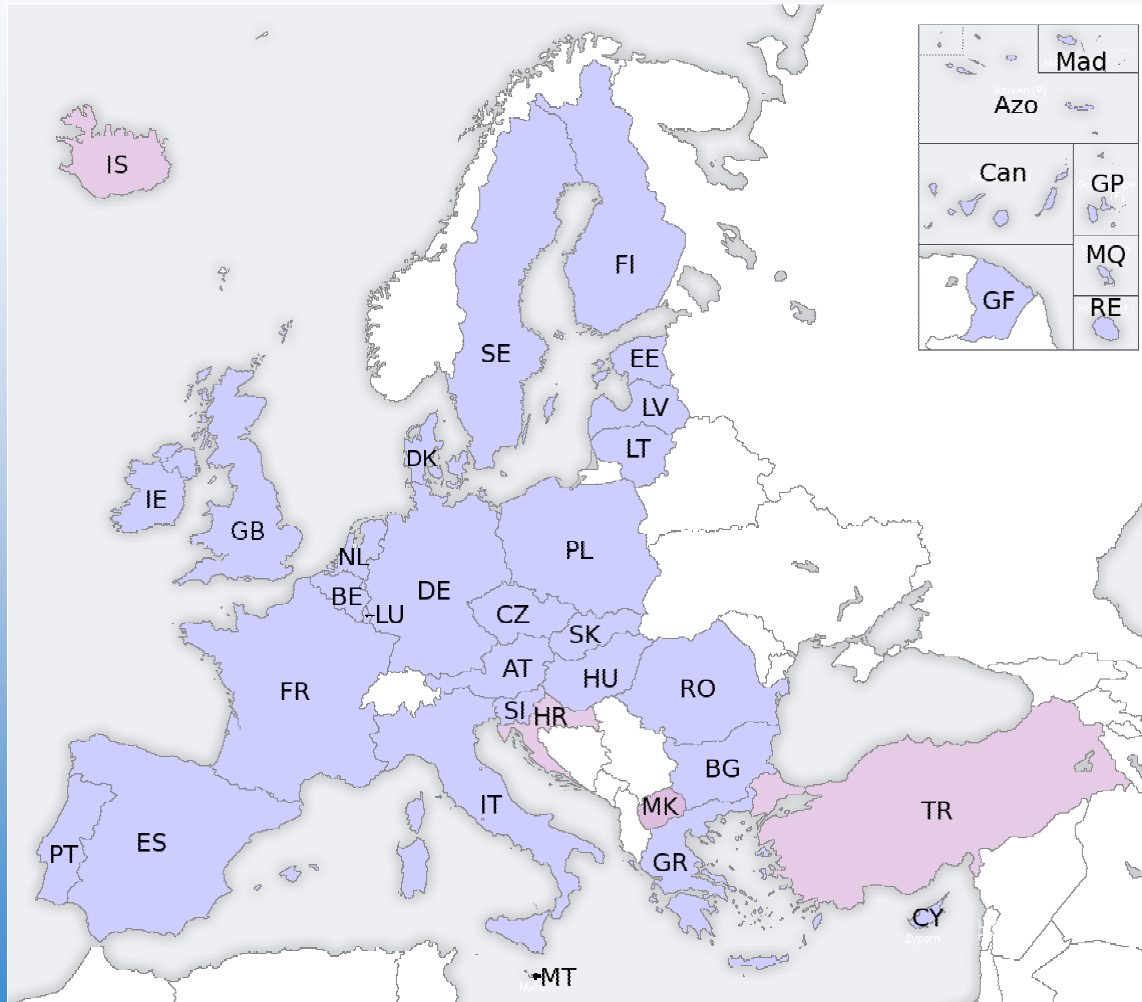
Single market?

Confederation of states?

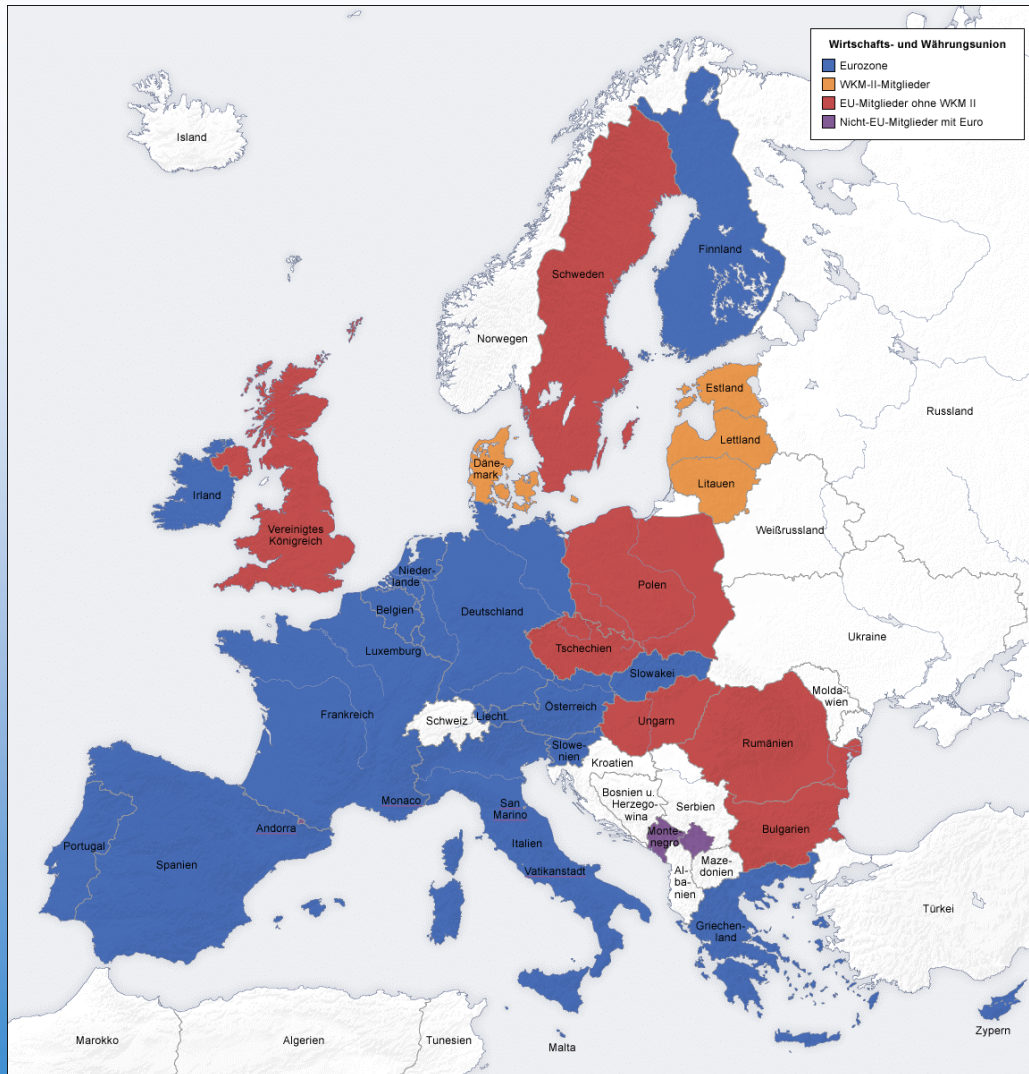
Patchwork?



EU27 – confederation of states



Relationship of European states to EU/euro



Opportunities and challenges

in

world's largest single market



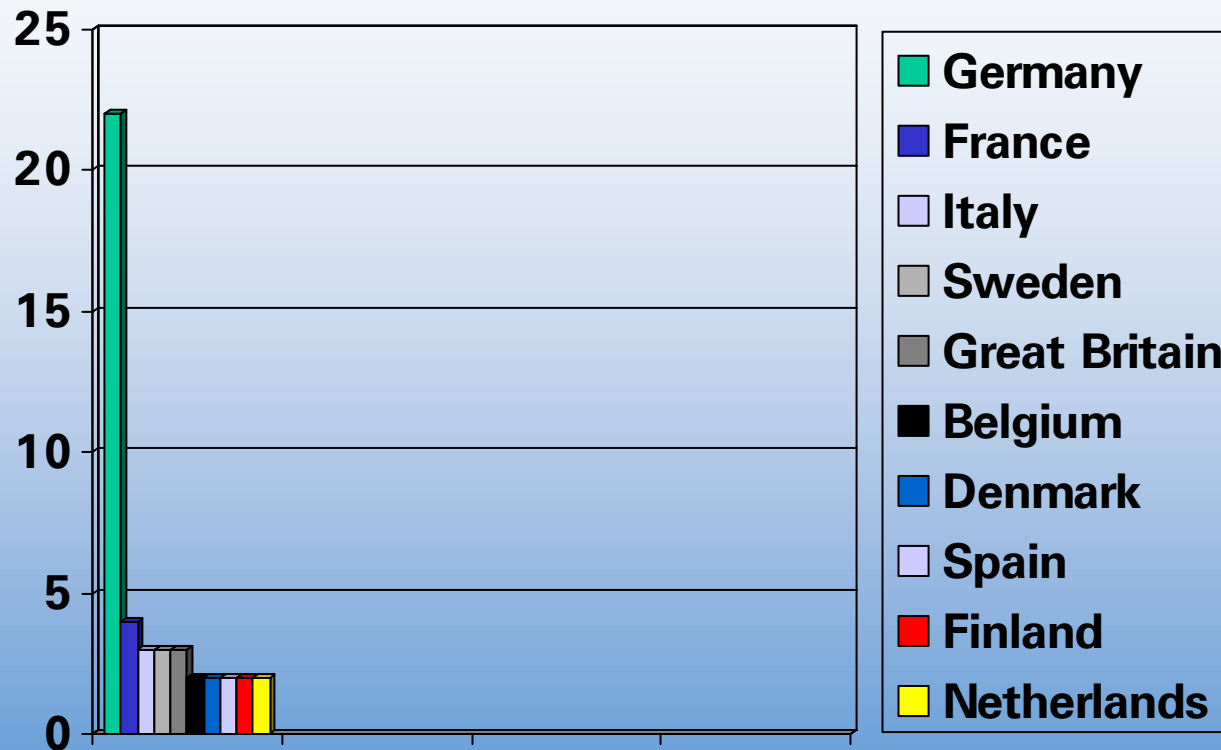
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World's largest single market with unique B2B opportunities

- Aerospace industries
- Automotive
- Biotechnology
- Chemicals
- Construction
- Defense industries
- Electrical engineering
- Food industry
- Footwear
- Furniture
- Healthcare industries
- Information and communication industries
- Leather
- Legal metrology and pre-packaging
- Maritime industries
- Mechanical engineering
- Mining, metals and minerals
- Pressure equipment and gas appliances
- Radio and telecommunications terminal equipment (R&TTE)
- Textiles and clothing
- Tourism
- Toys
- Wood, paper, printing



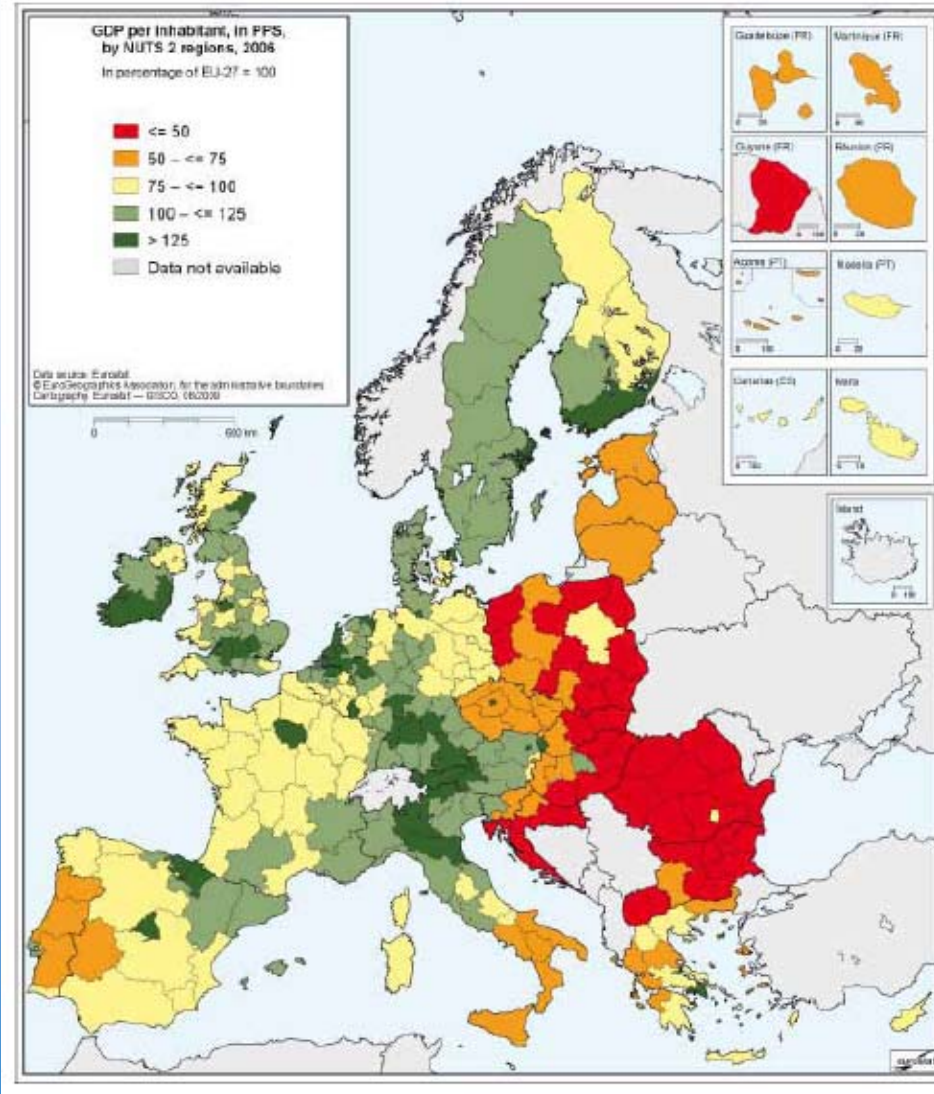
52 metropolitan regions in EU



Excellent infrastructure, educated population, home to major companies, public authorities and organizations.

Magnets for innovation and hubs for the exchange of goods and expertise.

Per-capita GDP in EU



EU27 – a challenging patchwork market

- 27 states with diverse economic structures
 - Each with various regions featuring different dialects, cultures, consumer behaviors and key industries
- 23 official languages
 - And: English is not a given in every country
 - Eastern Europe, Southern Europe, France
- 27 states with local laws, regulations and fees
- Varying affinity for American products
- Varying economic strength, social structure, educational level, income level
- 27 different cultures and consumer behaviors
- Continental Europe is one thing, the “island” of United Kingdom quite another



Germany

- Considered a model for overcoming economic and financial crisis
- Nominal gross domestic product: \$3,352.742 million
- Location of highest concentration of U.S. investments in Europe:
 - € 30 billion in volume
 - 800,000 direct jobs
- On the way to becoming a world-class location for education, research and technology
- Popular place to work for top international executives
- High quality of processes and products
- Stable domestic market



Everything is interconnected

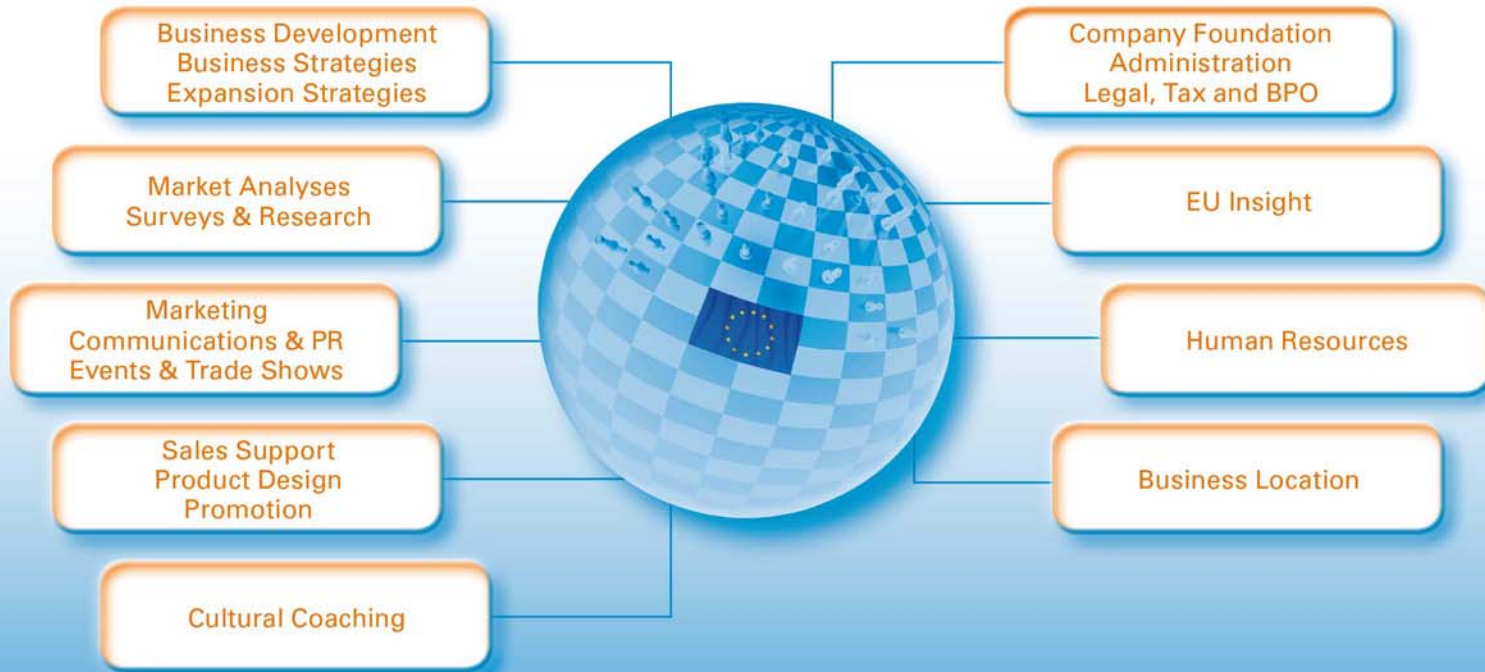
or

**How to take advantage of one of the
world's largest markets**



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Key aspects of entering European markets



**Your one-stop shop
for
smart entry
into European markets**



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All key aspects from a single source



Business Consulting Network International

- Founded in 1997
- More than 1,700 projects in Europe for European and U.S. clients: always on time – on budget – on target
- International senior management experience, in-depth expertise in all key industries worldwide
- Proven business development and marketing experts; experts for legal, tax, EU and business process outsourcing (BPO) issues throughout Europe; located in every European country
- Sophisticated, secure collaboration & project management software
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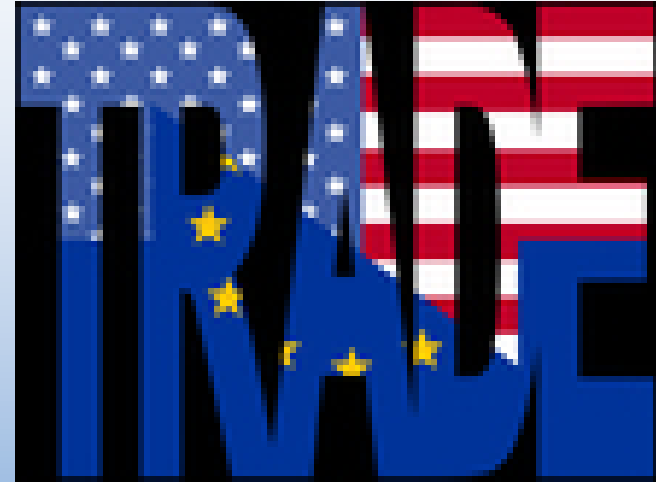


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