

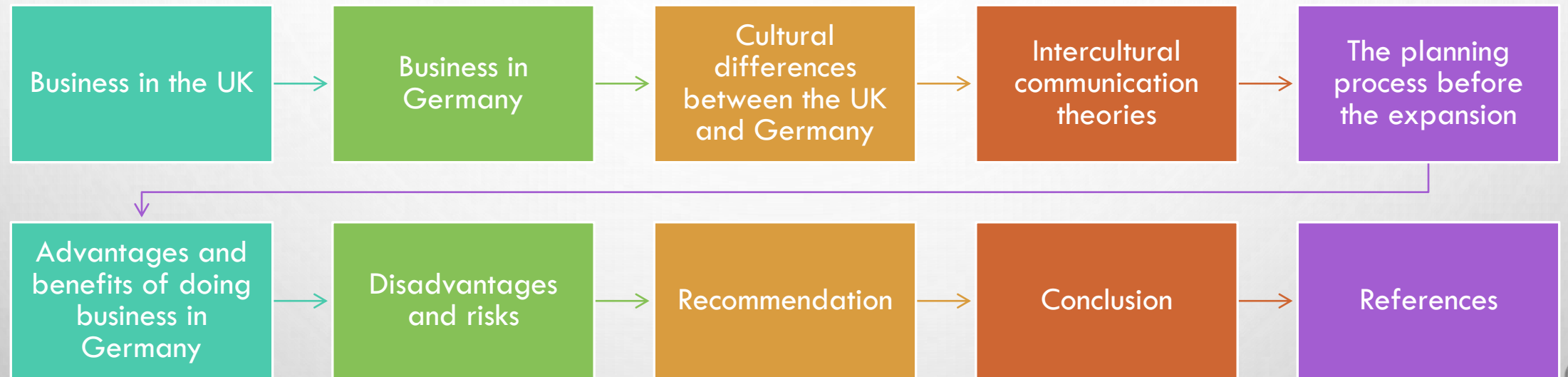
The background of the slide is a dark, blurred photograph of an office interior. Several people are visible, some sitting at desks and others standing, but they are out of focus. The image is overlaid with numerous water droplets of various sizes, some of which are in sharp focus in the foreground, creating a sense of depth and texture. The text is centered and written in a clean, white, sans-serif font.

OPENING A GERMAN MANAGEMENT OFFICE TO EXTEND OPERATIONS IN THE EU

MARIYA MITREVA

2011903

INTRODUCTION



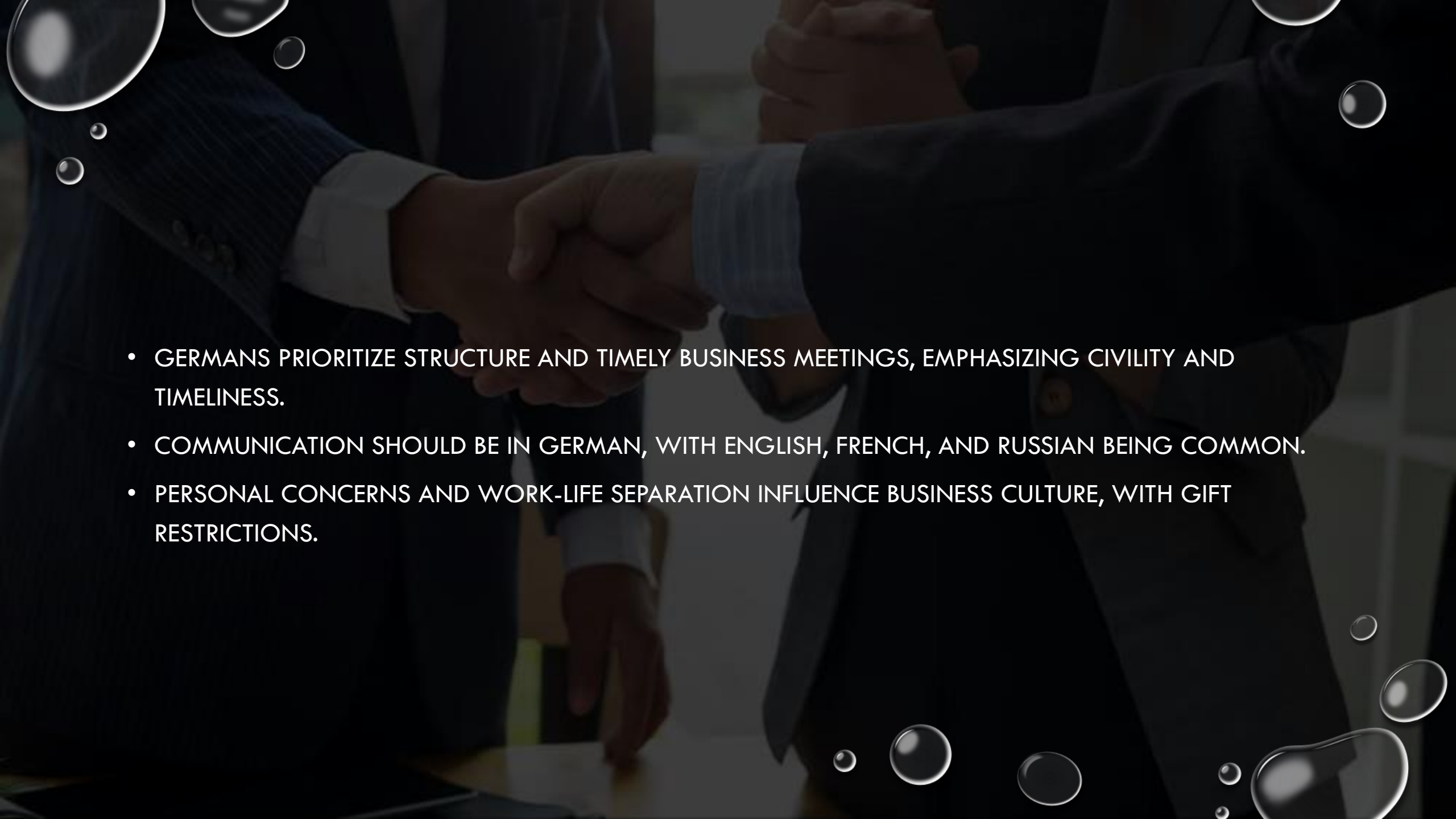
BUSINESS IN THE UK AND GERMANY

- THE UK PROVIDES A STABLE, BUSINESS-FRIENDLY ENVIRONMENT FOR DEVELOPMENT, COMMERCE, AND INVESTMENT, OFFERING TAX BREAKS, INCENTIVES, TALENT, AND LABOR. WITH A £100 BILLION INFRASTRUCTURE INVESTMENT PLEDGE, IT'S THE BEST-RATED MAJOR EUROPEAN ECONOMY FOR GLOBAL TALENT RECRUITMENT AND A SOLID INFRASTRUCTURE.
- GERMANY, EUROPE'S LARGEST ECONOMY, BOASTS A ROBUST MANUFACTURING AND PRODUCTION INDUSTRY, A TOP EXPORTER, AND THE SECOND-GREATEST TRADE SURPLUS DUE TO ADVANCED INDUSTRIAL TECHNOLOGIES. IT IS ALSO AT THE FOREFRONT OF RENEWABLE ENERGY AND TRANSPORTATION INFRASTRUCTURE, PROMOTING INVESTMENT AND INCENTIVE PROGRAMS.

CULTURAL DIFFERENCES BETWEEN THE UK AND GERMANY

- BRITISH PEOPLE ARE MORE POLITE, WHILST GERMANS ARE MORE DIRECT. GERMANS ARE NOTED FOR THEIR TENACITY, PUNCTUALITY, AND DIRECTNESS.
- GERMAN AND BRITISH SELLERS ARE OPEN TO CROSS-BORDER COMMERCE, WITH BRITISH SELLERS MORE WILLING TO EXPLORE NEW SOLUTIONS, WHILE GERMAN SELLERS ARE MORE CAUTIOUS AND SCEPTICAL.
- CULTURAL VARIATIONS MUST BE ACCOMMODATED FOR GOOD CORPORATE COMMUNICATION. IT IS NOT ENOUGH TO KNOW THE LANGUAGE; YOU HAVE TO ALSO KNOW HOW TO UTILIZE IT.

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- GERMAN COMPANIES PRIORITIZE RISK-AVERSE DECISION-MAKING, HAVE A STRUCTURED HIERARCHY, AND PROFESSIONAL RANK IS DETERMINED BY ACHIEVEMENT, EXPERTISE, AND BACKGROUND.
 - THEY EXPECT HONESTY, GREET COLLEAGUES WITH A QUICK HANDSHAKE, AND USE FIRST NAMES ONLY FOR FAMILY.

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- A dark, semi-transparent background image showing two people in business suits shaking hands. The image is decorated with several realistic water droplets of various sizes, some in the top left and bottom right corners, and others scattered across the surface.
- GERMANS PRIORITIZE STRUCTURE AND TIMELY BUSINESS MEETINGS, EMPHASIZING CIVILITY AND TIMELINESS.
 - COMMUNICATION SHOULD BE IN GERMAN, WITH ENGLISH, FRENCH, AND RUSSIAN BEING COMMON.
 - PERSONAL CONCERNS AND WORK-LIFE SEPARATION INFLUENCE BUSINESS CULTURE, WITH GIFT RESTRICTIONS.

THE PLANNING PROCESS PRIOR TO THE EXPANSION

- PREPARE PAPERWORK AND FINANCES. IN GERMANY, LIMITED LIABILITY FIRMS MUST HAVE A MINIMUM CAPITAL SHARE OF €25,000.
- FINISH THE REGISTRATION WITH GERMAN AUTHORITIES
- ESTABLISH AND DEVELOP THE COMPANY IN GERMANY, CONCENTRATING ON MARKETING AND MARKET TACTICS. HIRING PROFESSIONALS



ADVANTAGES AND BENEFITS OF DOING BUSINESS IN GERMANY

DEEP COMMITMENT TO INNOVATION

GERMANY'S GOVERNMENT ESTABLISHED THE AGENCY FOR BREAKTHROUGH INNOVATIONS IN 2019 TO PROMOTE APPLIED RESEARCH THROUGH SUBSIDIES, BUSINESS ASSISTANCE, AND INTELLECTUAL PROPERTY LICENSING.

PIVOTAL CONSUMER MARKET

GERMANY, THE EUROPEAN UNION'S LARGEST CONSUMER MARKET, IS THE SECOND-LARGEST IMPORTER AND EXPORTER OF CONSUMER-ORIENTED AGRICULTURAL GOODS

INVESTMENT INCENTIVES

GERMANY PROVIDES VARIOUS INCENTIVE PROGRAMS AND PUBLIC FINANCING TO REDUCE INVESTMENT COSTS FOR NEW FACILITIES, SUPPORT R&D PROJECTS, AND OFFSET EARLY ENTRY COSTS FOR ENTERPRISES.

STRONG STARTUP CULTURE

GERMANY'S STARTUP ECOSYSTEM IS TENTH GLOBALLY, WITH BERLIN, MUNICH, AND HAMBURG BEING THE MOST ACTIVE CENTERS, ATTRACTING INTERNATIONAL EXPANSION DUE TO ITS COSMOPOLITAN SPIRIT AND INNOVATION.

The background of the slide features a stylized illustration. In the center is a large, light blue globe. Surrounding the globe are several stylized human figures in various poses and colors (blue, red, brown, and purple). The scene is set against a dark background, with several translucent bubbles of different sizes floating around. Stylized grey plants with large leaves are positioned on the left and right sides of the globe.

INTERCULTURAL COMMUNICATION THEORIES

- GLOBALIZATION HAS INCREASED THE SIGNIFICANCE OF INTERCULTURAL COMMUNICATION IN BUSINESS. SAINSBURYS WILL NEED TO BE AWARE OF THE VERBAL AND NON - VERBAL IMPLICATIONS.

INTERCULTURAL COMMUNICATION THEORY

- EDWARD HALL DIVIDED CULTURAL CONTEXTS INTO HIGH AND LOW CATEGORIES, PLACING MORE EMPHASIS ON COMMUNICATION THAN ON INTELLECTUAL PRINCIPLES. THIS METHOD OVERCOMES THE DRAWBACKS OF COGNITIVE TECHNIQUES BY HIGHLIGHTING THE SIGNIFICANCE OF CULTURE IN INTERPERSONAL INTERACTIONS AND COMMUNICATION STYLES.

COMMUNICATION ACCOMMODATION THEORY

- HOWARD GILES' COMMUNICATION ACCOMMODATION THEORY SUGGESTS THAT INDIVIDUALS ADJUST THEIR LANGUAGE AND COMMUNICATION STYLE TO CONTROL SOCIAL DISTANCE, WITH CONVERGENCE REDUCING SOCIAL DISTANCE AND DIVERGENCE EMPHASIZING COMMUNICATION DIFFERENCES.



COMMUNICATION ACCOMMODATION THEORY



BY HOWARD GILES





DISADVANTAGES AND RISKS

STARTING A BUSINESS

EXPANDING BUSINESS IN EU CAN
BE DIFFICULT AFTER BREXIT

PAYING TAXES

HIGH TAXES

REGISTERING PROPERTY

GERMANY RANKS 76TH IN THE
WORLD BANK'S DOING
BUSINESS 2020 REPORT, USING
LAND REGISTRY, TRANSFER
AGREEMENT, PRE-EMPTION
RIGHTS WAIVER, AND TRANSFER
TAX FOR PROPERTY
REGISTRATION.

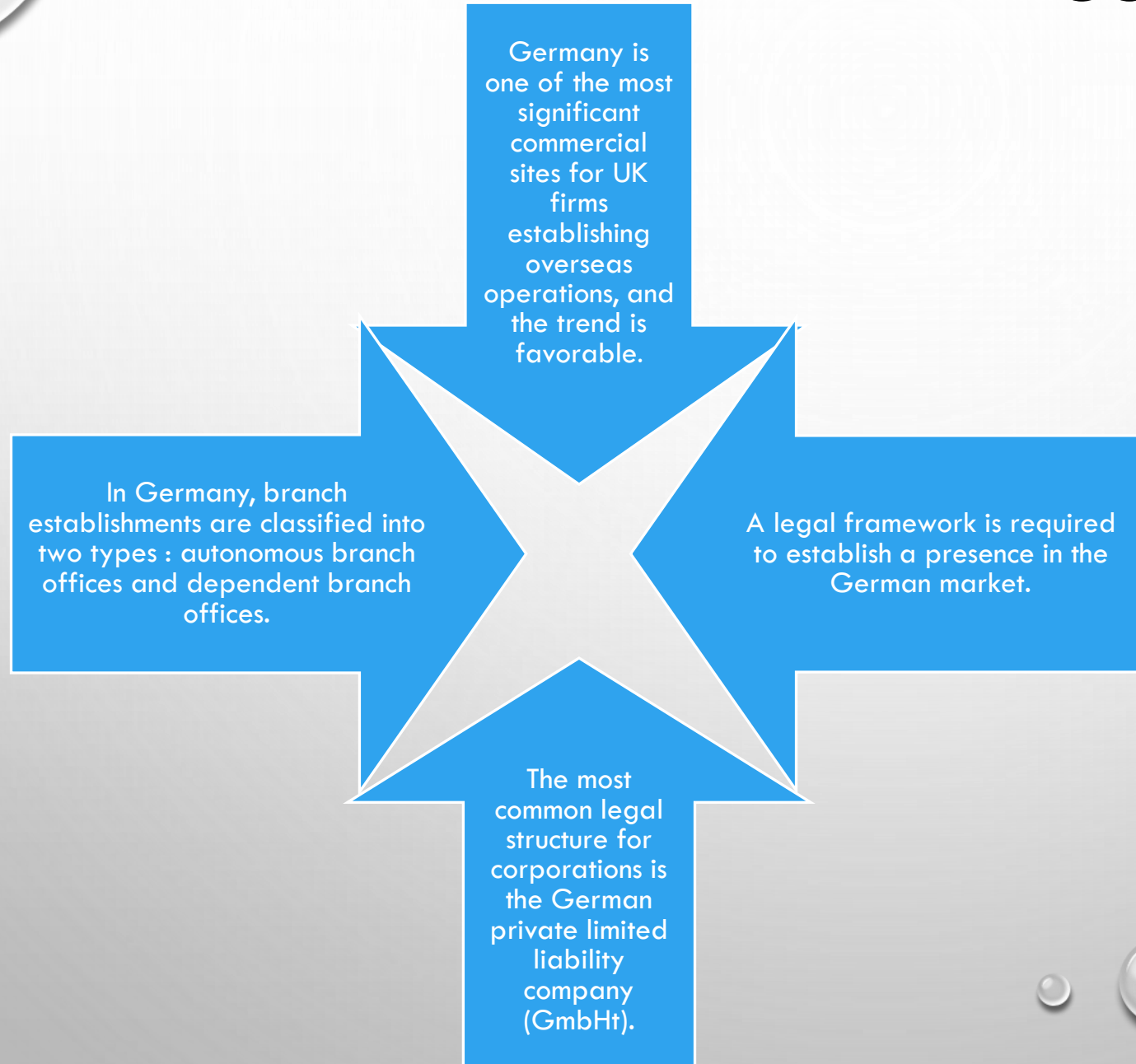
CULTURE

UNDERSTANDING CULTURAL DIFFERENCES
AND BEING PROMPT ARE ESSENTIAL FOR
DOING BUSINESS IN GERMANY.

NEGOTIATION PROCESS

- PREPARATION
- BARGING
- CLOSING
- LEARNING

RECOMMENDATION



- Follow the schedule
- Stick to business
- Be frank
- Focus on the facts
- Keep humor for lunches and drinks
- Be ready for Cross-cultural training- German language



CONCLUSION

- UNDERSTANDING AND MANAGING CULTURAL DIFFERENCES CAN AID IN THE DEVELOPMENT OF EFFECTIVE BUSINESS CONNECTIONS IN GERMANY.
- IT IS CRITICAL TO MAINTAIN A PROFESSIONAL PRESENCE, THOROUGH BUSINESS PROPOSALS, AND RISK MANAGEMENT.
- IN CONCLUSION, CROSS-CULTURAL KNOWLEDGE AND MORE CROSS-BORDER E-COMMERCE ARE NECESSARY FOR BETTER COMMUNICATION AND SALES TACTICS, WHICH MOTIVATE GROWTH-MINDED SELLERS TO INVESTIGATE INTERNATIONAL MARKETPLACES..

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Any
Question?

