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## Profile

### **We conquer the German market with a high-calibre network**

Filbinger Consulting is a private international consulting firm that is based in Düsseldorf, Germany, and is specialized in providing support in the market entry processes area. We support US companies in establishing a presence in Germany and pave the way for Germany companies that are planning a market entry in the USA. Since 1992, customers of note use our exclusive network on both continents to their great benefit. US companies convinced of the strategic value of a German presence, centrally positioned to European partners and markets in east and west, need access to key decision-makers, introduction and ongoing counsel.

Filbinger Consulting advises foreign clients in financial services, specifically offering niche products of high added value to clients.

- strategic business planning
- obbying/government project bidding
- market access and market entry consulting
- dentifying joint-venture-partners, acquisition targets

We forge ahead where the activities of chambers of commerce, consulates or law firms generally cease. It is not only during the planning phase, but also onsite during and after market entry, that we provide our customers with personal, committed and confidential advice. We generate personal contacts to important decision-makers or manage the introduction into key regional networks.

With a comprehensive service spectrum and exclusive contacts, we assist companies in dealing swiftly with issues that arise and finding a customized strategy for success.

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**Service Spectrum** | Evaluation | Strategy development | Intervention & Coaching

## **We create values with competence and contacts**

Market entry into Germany often poses new, unknown challenges. For the decision and planning phase, typical organizations like chambers of commerce and consulates offer valuable advice. When implementing specific plans and decisions, however, standardized strategies or checklists are no longer sufficient. Now individual concepts and pragmatic solutions are necessary.

### **Strategies custom-tailored to you**

Filbinger Consulting bases its approach on services that are tailored to the individual and personal demands of the client and its management.

Our many years of accumulated experience, intimate knowledge and expertise of the business culture in Germany and its regions, close contacts and access to key decision-makers in business and politics provide our clients the security they are looking for.

### **Advice and assistance: We take time for our clients**

We invest considerable time for intensive dialogue with top management. In doing so, we listen carefully and dive in deep within the plans for internationalization. In close contact with decision-makers, we develop pragmatic procedures that completely focus on the respective company.

Before, during and after market entry, our clients can totally rely on our high-calibre network partners. If desired, we will devote time and attention into establishing manager networks, i.e. membership to the "appropriate golf clubs" or business networks.

Through our exclusive and highly valuable connections to important decision-makers, we assist you in avoiding risks and pitfalls of investing in Germany.

We achieve successful market entry by means of

- evaluation
- strategy development
- intervention and coaching

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## **Return on Investment is a matter of the best strategy**

Return on investment depends on the right strategy. The fundamental difference of the German market and its regional diversity requires a strategy which leaves nothing to chance. We assist clients in understanding the cultural differences of doing business in Germany and to recognize the potential of this market and exploit it efficiently.

We evaluate plans for market entry, point out risks and barriers and make recommendations for appropriate locations, subsidies and access to decision-makers.

Our range of services is tailored to the needs of our clients and their projects. They include

- advice and assistance in strategy development
- evaluation, status-quo-analysis of projects and timeframes
- risk and opportunity analysis
- assistance with approval from government/administrative bodies, negotiations, overcoming bureaucratic obstacles

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## **Strategic development - The right contacts for a perfect start**

Preparing as well as implementing successful marketing campaigns in Germany requires excellent contacts, attention to detail and knowledge of the intricacies of the market.

During preparation phase, we recommend looking for potential cooperation partners.

Important and valuable decision-makers in German politics and business must be identified and contacted.

Filbinger Consulting has intimate knowledge about German business practices and culture on the national and regional level – in Berlin as well as in regional capitals, i.e. Munich, Frankfurt or Düsseldorf. We put you in touch with the right people at the right time.

We are available whenever our clients have a need or a problem. Filbinger Consulting provides advice and assistance before – during – and after establishing a market presence in Germany.

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**Service Spectrum** | Evaluation | Strategy development | **Intervention & Coaching**

## **Trust is competence, integrity and goodwill**

Competent advice and careful planning help to minimize the risks of our clients, sidestep hurdles and resolve any problems.

We actively intervene on behalf of our clients to overcome and remove administrative hurdles to save costs and time to market.

We use:

- intervention at regional and national government bodies
- introduction of regional networks
- targeted lobbying measures
- permanent on-demand assistance of client
- regular consultation with top-management (intercultural coaching)

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## Projects

### Successful results with competence

- For a major US financial institution, Filbinger Consulting achieved participation in a large German privatization project (1993-1996).
- On behalf of a US communications firm, access to the German market was achieved by competing successfully for projects in the mobile telecommunications sector (1996-1997).
- A large infrastructure project was undertaken on behalf of a US investment bank, whereby Filbinger Consulting introduced novel financing methods to state and federal government bodies in Germany (1995).
- Approximately 50 business opportunities have been created for corporate clients through newly developed contacts to small, fast-growing high-tech companies leading to several mandates for financial services transactions (1992-1998).
- From 1998-2001, Mrs. Filbinger-Riggert served on the board of the NRW Venture Capital Forum, a non-profit organization bringing together entrepreneurs with venture capital with the goal to strengthen the entrepreneur culture and business climate of the state of North Rhine-Westphalia
- Since 2000, Mrs. Filbinger-Riggert is a member on the International Advisory Board of a large US insurance group engaged in the acquisition of clients/investors for reinsurance and life insurance business in Germany, Switzerland and Austria

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## Personality

### **Familiar with two cultures on two continents**

Susanna Filbinger-Riggert is founder and owner of Filbinger Consulting with 20-years experience in advising German and American companies in doing business in Germany. She feels practically "at home" in both cultures. Her intimate knowledge of the American market stems from an eight year long career in a Washington-based international consulting company.

Mrs Filbinger was co-founder of the Venture Capital Forum NRW e.V. and managed the institute to promote young entrepreneurship in the State of North-Rhine Westphalia from 1998-2001. Since 1990 she advises and assists international clients in financial services industries, investment banking and high growth industries of the future.

#### Education:

M.A. in Political Science and History, University of Munich, Germany; M.Sc. in Economics, London School of Economics, UK.

Mrs. Filbinger is a passionate mount climber, plays the piano and is active in local political affairs. She is married, has two children and resides in Meerbusch by Düsseldorf, Germany.

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**Kontakt**

## **Address**

### **Filbinger Consulting**

Susanna Filbinger-Riggert

Brühler Weg 22

D-40667 Meerbusch

Telephone: +49 2132 2725

Fax: +49 2132 6324

e-mail: [filbinger@filbinger.com](mailto:filbinger@filbinger.com)

Internet: <http://www.filbinger.com>

[www.Filbinger.com](http://www.Filbinger.com)

## Impressum

### **Filbinger Consulting**

Susanna Filbinger-Riggert

Brühler Weg 22

D-40667 Meerbusch

Telephone: +49 2132 2725

Fax: +49 2132 6324

e-mail: [filbinger@filbinger.com](mailto:filbinger@filbinger.com)

Internet: [www.filbinger.com](http://www.filbinger.com)

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## Sitemap

