

# BDG COUNTRY MANAGEMENT®

The most sophisticated and inclusive of our services is the full country management. We take care of all your processes in Germany and build up your business here.

Let us together open this market  
and literally enter the gate!



# INTRODUCTION



To systematically enter the German market, is not easy and takes time and many resources. The German market is highly interesting, but also demanding. It is crucial to have a local presence, have the right people for the task and to build up an appearance that makes it interesting for German companies to do business with you.

If you are in a position, where you consider to start up your business in Germany and wish to have a skilled and professional team on the ground, then the BDG Country Management® can be a perfect match.

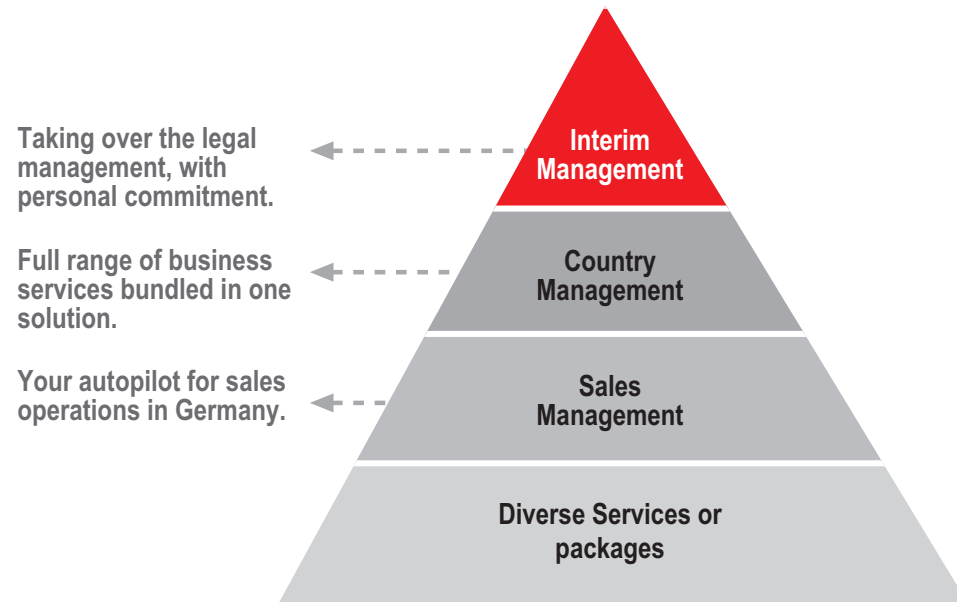
We take care of your whole market entry from the beginning to the ongoing presence in the German market. You can consider us as your lead machine, since we will continuously reach out to potential clients and provide you with bi-weekly status reports. When you visit Germany, you will have offices at your disposal, we will arrange your travels and accompany your meetings - BDG Country Management® is the full package!

A red ink signature, likely of Thim Werner, written in a stylized, cursive manner.

Thim Werner  
Managing Director of bdg Consulting GmbH

# OVERVIEW

The BDG Country Management® is to be seen as the stage before interim management:



We will take care of your German operations and be your taskforce on the ground.  
The degree of flexibility compared to building up an own structure is very high.



# SERVICES OVERVIEW

The BDG Country Management® can be considered somewhat as an **agile approach** to consultancy. We aim for your goal and adapt our services accordingly from a broad scale:



## Market Entry

- Business Planning
- Market Research
- Competitor Review
- Feasibility

## Formation

- Choice of Strategy
- Legal Form
- Risks and Opportunities
- Full registration
- Assistance with Bank
- Assistance with Incorporation
- Full caretaking of dealing with German authorities

## Sales

- Sales Concept
- Sales Tools
- Validation of USP
- Operational Sales Work
- Lead Generation
- Sales Controlling
- Sales Reporting

## Sourcing

- Definition of Specifications
- Tenders
- Proposals
- Meetings
- Partner Review and Recommendations

## Online Marketing

- Concept
- Text Production
- Translationg
- Editing
- Etc.

## Legal / Patent / Tax

- Consultancy
- TAX
- Financial Statements
- Ongoing
- Payroll Services
- Patent Registration
- Legal Representation

## Communication

- Development of Communication Concept
- Channels
- Ongoing Services
- Review of existing Communication Tools
- Story Creation

## Employee Recruitment

- Profiling
- Seach
- Portals
- Interviews
- Selection
- Agreement

# FRAME CONDITIONS FOR THE BDG COUNTRY MANAGEMENT®

## Costs

The costs for a BDG Country Management® start at 7,000 EUR per month and details of the agreement are negotiated individually. This gives your company an immediate entry into the German market, an instant team of seasoned professionals and a cost-wise flexibility that is unheard of.

## Reporting

We have a bi-weekly reporting and this is tailor-made to the wishes of the client. Normally we use an Excel spreadsheet with all relevant targets as a reporting tool and implement all relevant information gained through the contacting process. Mostly the list will have recommendations and details that are of value when going into meetings and negotiations.

## Timeline

All BDG Country Management® projects have a minimum duration of 6 months and do mostly have periods of 1-year. Termination every 3 months after initial period of 6 months (for the set-up).



# EXPERIENCE

BDG has a long list of clients that we will gladly share upon request. We can also provide extensive case studies outlining how we have dealt concretely with projects over the last row of years. Lastly, we are happy that several companies and business partners are ready to confirm the quality of our work. In the following you will find an excerpt of the same - a full overview can be requested.

We have helped many companies from all over the world to successfully launch on the German market and we are proud of the work we have done. Here are some recent examples of testimonials about us:

"BDG is not the typical partner you request something and could obtain some results when the contract ends. We really appreciate two key aspects in our relationship. They feel the project as they were part of our organization and **the project never ends until it is perfect.**"

**Antonio Alonso**  
Chief Financial Officer, Solid Gear S. L.  
Valladolid / Spain

"Working with BDG is the key to your success in Germany. Mr. Werner and his colleagues **perfectly combine** the agile attitude of a **good salesperson** and the insightful ideas of a strategic consultant. But what is even more important: though offering a market where all the global players are competing, they understand the special expectation of SME decision-makers, therefore they manage to **bring measurable results** to our clients coming from any European country."

**Iván Gyuarács Németh**  
Partner, M27 ABSOLVO Consulting Kft.  
Budapest / Hungary

"We were happy with the work carried out by BDG regarding the two projects we have entrusted them. Communication was regular during the projects and deadlines have been met. They also effectively supported our clients during appointments. It is **with pleasure** that **we will continue to work with BDG on future projects** for our clients interested in the German market."

**Sandrine Berthou**  
Project Manager, International Trade  
Connexion S.A.S, Paris / France



"We have been very impressed with the **commitment, passion and efficiency shown by BDG** in our recent contract. [...] We are now looking to extend our partnership indefinitely, since we are confident **we will not find anyone better to represent us in Germany.**"

**Zia Rehman**  
AnySharp Brand Manager, Ayda Ltd.,  
Dundee, Scotland / UK

"To start a new company in Germany we consulted several firms before we decided to go with BDG and I can't be happier. **Thim is an expert consultant**, he helped us through all the steps, he swims swiftly in the german bureaucracy and his advices were always useful. He goes for the extra mile every time, **I strongly recommend him to whoever wants to develop a business in Germany.**"

**Julianus D'Intino,**  
Managing Director, Oxjno s.n.c.  
Rome / Italy

"We thank the whole team of BDG for an **excellent service that went far beyond the original scope**. It is a pleasure to have consultants that take their work so seriously and consult us with such a **high degree of professionalism**. BDG offers a strongly recommendable service for foreign companies that wish to enter the German market!"

**Anna Fefilova**  
Project Manager, Bargus Trade LLCBerlin, St. Petersburg / Russia

# ABOUT US



The BDG team has 28 people located in the most important parts of Germany. With offices in Berlin, Hamburg, Cologne and Munich we can serve the needs of our clients. The core-team leads the daily operations and looks forward to working with and for you:

**BDG is focussed on market entry in Germany.** We understand the needs of business development, sales and marketing, when entering the German market. This is also reflected when assisting with the incorporation process to achieve your business objectives successfully. We are entrepreneurs ourselves and do not consult you generically!

**BDG delivers quickly.** We are well experienced in business development and experts for foreign companies in Germany. With an extensive network of professionals in this country, we have the necessary expertise to make your expansion project a success.

**BDG References.** BDG has assisted numerous companies and entrepreneurs on the German market and continues to do so. Rely on our professionalism that is based on success-orientation and a high degree of dedication.



Thim Werner,  
Managing Director



Dr. Carsten Schröder,  
Senior Consultant



Annika Lauer,  
Consultant



Dr. Paul Bagdasian,  
Senior Consultant



Martina Mantei-Bellinghen  
Senior Sales



Ute Janssen  
Senior Sales



Gerhard Hess,  
Senior Consultant



Kristin Huckauf,  
Design & Communication



Marc Heimann,  
Junior Consultant



**Your main point of contact for the  
German market.**



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