

ESTABLISH BUSINESS IN GERMAN SPEAKING MARKETS WITH EXPAND AND INNOVATE

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Timing is ripe to take advantage of solid German economic growth

Munich, 20 June 2007, expand & innovate, a leading business consulting group today announces a new initiative designed to enable small and medium-sized enterprises (SMEs) around the globe to successfully enter German speaking markets and profit from the steady economic boom. Founded with local expertise and knowledge, expand and innovate offers a full service helping establish companies wishing to trade in Germany.

The latest financial forecasts with predictions for further economic growth and stability in Germany, Austria and Switzerland have been repeatedly positive. Leading German economic institutes expect positive developments within all areas of the German industry, with growth rates now predicted at 3.2% (before 2.7%) for 2007 and 2,7% (before 2.4%) for 2008. The latest IfW (Institut für Weltwirtschaft) figures demonstrate further improvements on the employment market and strong personal consumption rates. IfW expects strong investments within Germany and an economic growth in 2007 as much as in the boom year of 2000. And many companies now want to take part in the positive economic climate.

expand & innovate's knowledge in understanding European markets, adapting products to international customer and competitive needs, choosing the right sales distribution strategy, and establishing local operations will give entering companies a competitive edge. European markets differ significantly from Asia and the Americas with the leadership and business culture varying immensely across Europe and in between the German speaking countries.

“When entering a new market, it makes sense to rely on experienced local experts”, says Oliver Warscher, Co-Founder and Managing Director of expand & innovate, he continues “our team has international and local experience of designing strategic market entries, distribution strategy, developing alliances and establishing operations and expanding your business.”

Supporting every aspect of business launch, expand & innovate offers a 360 degree service with particular expertise in:

- business consulting – researching and validating target markets
- legal advice – choosing the correct legal entity forms and setting up legal and binding trade agreements
- operation & office services – establishing the appropriate office market

Based in the innovative Bavarian capital, Munich, business opportunities are available locally and positioning is well placed to enter into the European markets. According to the European Innovation Scoreboard report, published by the European Commission in Q1 2007, the region Oberbayern with the capital Munich ranked number 3 in the “Regional Innovation Performance” table among over 200 European regions for 2006.

expand & innovate aims to give SMEs a solid presence, profit from the positive economic climate and expand their business in Germany.

expand & innovate is a business consulting group helping SME's in all steps of the internationalization process to expand outside their domestic territories, enter new markets, establish successful operations and manage business expansion in all disciplinary fields. The core competence of e & i is their local insight, network and facilities in helping companies succeed in the German speaking markets. The company is headquartered in the heart of Munich.

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