



Exporting to Germany

May 6, 2008

The Business Centre, Ground Floor, Radio New Zealand House
155 The Terrace, Wellington
Presented by Oliver Heringhaus

Realise your Export Potential

Presenter profile:

Oliver Heringhaus, Triple-E New Zealand CEO, has over 15 years' experience in the German market. Skilled in delivering successful marketing strategies to New Zealand and German businesses, Oliver's expertise lies in helping New Zealand companies understand the German market, as well as implement and manage distribution and sales operations from deal making to logistics.

Oliver has a professional background in global brand marketing strategies through a mix of online and offline tools, e-commerce and the development of intelligent web applications, and direct marketing.

Cost - The programme is partially funded by New Zealand Trade and Enterprise. The only investment required from you is a fee of \$160.00 +GST for each workshop. Included in this is a one-on one-coaching session that can be booked after the workshop.



Training provider for New Zealand
Trade and Enterprise

Germany is the third largest economy in the world, the largest in Europe, and is the second largest international trader after the USA. With 82 million plus people who enjoy a high standard of living, Germany is a lucrative market that is open for business!

This discerning market demands quality in its products, and German consumers are willing to pay a premium for this.

This workshop will help you to demystify the new opportunity that Germany presents. It will highlight the opportunities and challenges facing new and existing exporters and show you how to find the right niche for your product or service. Oliver will also share kiwi exporter stories which will provide some valuable marketing tips and lessons learnt.

Part One: German Business and Regulatory Overview

- Importing Regulations, Customs Duty Rates and Rules
- Business and Product Compliance
- Tax Issues – Import Sales Tax, VAT and Income Tax
- Protecting Intellectual Property
- Employment & Immigration Issues

Part Two: Marketing to Germany – Key Guidelines

- Go In Prepared – Insight into the Value of Market Research
- Understand The Differences
- Market Entry Strategies - Establishing a German Presence

To Register or for information on the Exporter Education Programme please visit www.exported.co.nz. Alternatively, should you have any queries or would like a hardcopy of the registration form, please contact us on 0800 232 800 / 09 968 8551 or by email on Exporter@whkbusinessgrowth.com.

