Our initiative to help your business think German: Consultancy on-site. Expertise worldwide.

As one of the market leaders in Germany, DZ BANK stands for stability and reliability. We are represented in major financial and commercial centres, and together with our 1,000 cooperative banks (Volksbanken Raiffeisenbanken), we offer comprehensive financial services and combine regional proximity with global financial market expertise.

For further information please contact:
German Desk London, Carina Leonhardt, +44 (0) 20 7776 6148, Carina.Leonhardt@dzbank.de

Find out more about us at www.dzbank.com
Next pit stop will be on 12 December but the key question is: How long will the Brexit “race” continue?

Using the analogy from car racing one is never really sure whether we talk about pit stops in a continuing race or whether all these are false starts, meaning that one has to go back and start again more or less from the beginning. We will probably find out over the coming months.

It is difficult to predict the result of the forthcoming election. At the moment the current Prime Minister and his party are having a strong lead in the polls but Harald Wilson once said: “A week is a long time in politics”. Many things can change until 12 December, especially as these days only a few things in British politics can be predicted with certainty, the upcoming election is currently not one of them.

The current extension granted up until 31 January 2020 provides a little breathing space but with every extension, the no deal probability may well increase. This is because a rising share of the electorate is more and more frustrated with the process and potentially willing to end it, despite its unnecessary costs to the economy and society. This danger of a no deal is especially high if the Conservatives (together with their “partners” whoever they will be) only win a narrow majority in parliament. In this case we can expect the infighting to continue and thus agreeing on a deal will be very difficult.

Assuming the Conservatives will get a comfortable majority in the House of Commons, the chances of agreeing on a deal rise. In this scenario, it is also very likely that we will see many more pit stops ahead as the timeframe to negotiate a future Free Trade Agreement, even if less ambitious than originally planned, is too short. Nine months will not be enough, thus an extension of the implementation phase beyond 31 December 2020 will become necessary.

If all the opposition parties together win a majority of seats in the next election, the outcome of the Brexit process will be hazy at best because it is currently difficult to see a uniform Brexit position emerging on their side.

In any case, Brexit will be with us for years to come - either in its pure form resulting in cumbersome negotiations on how to design our future relationship which will in a significant number of areas have to be done from “scratch” or in its managed form where we will jointly establish a new framework for a different but continuing close relationship.

Dr Ulrich Hoppe
Director General, German-British Chamber of Industry & Commerce
Think in solutions

Trust, sustainability and credibility are extremely important factors in the Dr. Oetker family business. Established over 100 years ago in Germany, the business has developed with these values at its core and now enjoys a reputation as one of the most trusted international food brands. Dr Johannes Rosenthal has been Managing Director of Dr. Oetker UK since January 2017 and, prior to that, held various positions in the holding company of the Oetker Group and its food division, with a focus on strategy, corporate finance and M&A.

1. What are the most important lessons you have learnt in business?
Always think in solutions. Learn from others and yourself. Lastly, smile (at least on the inside) and have fun.

2. How did you decide to pursue the career you are working in today?
I have always followed my intuition and listened to people who know my work ethos best. In my early life, that was my grandfather, later on, close colleagues and friends.

3. What would you say is the area in business that you are most passionate about and why?
My intellectual passion clearly centres on financial performance, because of the clarity it provides for decision-making. But more emotionally speaking: I love brands. Whether it is discussing product brand strategies with our marketing teams or trying to understand one’s own brand, working with brands encourages exploring the touchpoints of business with art and psychology, which I find truly inspiring.

4. What are the trends in your field and industry?
Consumer empowerment. Driven by digitalisation, consumers will have more information on product choices and will make smarter decisions for themselves. Businesses will need to focus their resources further and become clearer about the value they can contribute to consumers’ lives and to society.

Health: Consumers reflect on their lifestyle choices, and especially nutrition, more than ever before, even if that does not necessarily correspond to improved medical records. As a food business, we want to ensure that we are part of the decisions consumers confidently feel good about.

5. What is the biggest difference between the British and German markets?
The UK is home to lots of global champions, particularly in services, and many of them are listed on stock exchanges. This does reflect on how most UK businesses behave (faster, with a need to create rather immediate results) and interact with others (more transparent and evidence-seeking). Many of Germany’s world-class companies are part of the much less transparent Mittelstand (medium-sized companies [ed.]), which can appear slow, but emphasises the long-term impact and allows for big agreements sometimes just sealed by a handshake.

6. What is the biggest risk you have ever taken?
Tricky question. I could either mention something that in hindsight appears terribly foolish, like investing my first savings in dotcom stocks in the early 2000s. Alternatively, I could talk about something quite wise from today’s perspective, like having left a promising permanent job to further my studies in finance and economics instead. In the end, no risk is too large or too small if balanced well with the right amount of competence and resource.

7. What advantages does membership of the German-British Chamber bring you?
The German-British Chamber provides a professional home to German business in the UK. The diversity of its members and affiliates is an extremely useful resource for educated discussions and expert advice.

8. What are your favourite German attractions and why?
Despite my Westphalian background, that would be the town of Bamberg. From the great outdoors of the surrounding Franconia region to its historic architecture and the local food and beer scene – the joy and comfort that visiting this area has evoked is ‘second to none’ for me.

9. What do you appreciate about the British and what could the British learn from the Germans?
British pragmatism and a high degree of openness create a very dynamic and vibrant business environment. On the other hand, and maybe more in the political sphere, there might be something to learn from choosing a stable – and on the surface ‘boring’ – leadership, such as the one Germany has enjoyed. And, of course, I am always grateful for my British colleagues’ elegantly applying their sense of humour when tense discussions seem to lead nowhere.

10. What is your favourite German word and why?
Waldesinsamkeit (the feeling, sublime or spiritual, of being alone in the woods [ed.]): Being by oneself during long runs through nature allows for minimal distraction but maximum inspiration from all that we observe and are confronted with in our busy lives. A rather positive take on the phrase ‘woodland solitude’.

Dr. Johannes Rosenthal, MD,
Dr. Oetker (UK) Limited
From placing interns to coaching the unemployed

ASB Internship Solutions Ltd was set up to give students from Germany, but also from the rest of the EU, a chance to come to London for an internship, to improve their language skills, make new contacts and learn new skills for the future.

Astrid Schmitt-Bylandt, Director of ASB Internship Solutions Ltd, explained, “Due to Brexit the number of requests from students to come and do their internships in London has halved, which is why we have branched out to use our skills in training, coaching and recruitment to train people who are unemployed to enable them to go back into the workforce.

In April this year, our company was accredited by the DWP (Department for Work and Pensions) and the Jobcentre to train different groups of unemployed people: single parents, a group of people with dyslexia, and women who want to get back into work, to name a few.

I am happy to say that in April we received our first contract to train 20 people with dyslexia over 13 weeks to improve their skills in attending job interviews, preparing their CVs and changing their sometimes negative attitudes into a more positive ‘can do’ view of themselves. The contract has no job placement outcome but I am proud to report that we have already placed six people into work, some part time and some full time.

Most are based in West and South London but we are always looking for companies within London who are willing to take on our clients, and offer them driver, warehouse, gardener or cleaner jobs. But we also have more qualified people, e.g. those with 30 years’ experience in office management or eight years working in IT for the MoD.

If you can offer someone the opportunity to be trained and integrated back into work, and ultimately into society, please get in touch – we would like to work with you.”

www.asb-internship-solutions.com

Volkswagen launches new logo in the UK

Volkswagen has introduced its new logo, global identity and brand image in the UK, following the unveiling of the ‘New Volkswagen’ at the Frankfurt Motor Show in September 2019.

In addition to a simpler, cleaner new version of the iconic Volkswagen roundel, the tone of the brand’s communications is changing to a new style. Another part of the package is a sound logo – a first in the brand’s history – which will be used both in Volkswagen’s advertisements and in its vehicles. Volkswagen’s new visual language will be warmer and more colourful, with a greater focus on people. Despite the changes, the new logo maintains all of the heritage and familiarity of the previous version.

www.volkswagen.co.uk

Switch your perspective

Marketing across countries to integrate cultural differences

Cultural adaptation is a great buzzword when UK companies first consider exporting to Germany or vice versa. But how do you integrate cultural differences within your international marketing material?

First of all, it is important to address how the ideas for your marketing concepts are generated. In the early days, you may consider developing marketing ideas using your usual approach. However, ideas grow through your own (English or German) perspective and hence it is difficult to remove this so-called “perspective lens” and replace it with another if you have not experienced the other culture before.

There are various cultural differences when it comes to marketing across cultures. For example, when marketing to a culture that is principles-first focused it is important to demonstrate industry expertise by highlighting technical knowledge and accreditations. Whereas marketing for an applications-first culture is focused on how your company solves problems, which could be demonstrated through case studies. Therefore, a great first step to help improve your international marketing is to ask for feedback from individuals with different cultural perspectives. Asking your contacts how they build trust and what they look for in a new business partner or supplier will help you switch your perspective lens to another point of view.

Janina Neumann Design is a bilingual design company, creating brand identities for English- and German-speaking audiences.

www.janinaneumanndesign.co.uk
GROHE continues to demonstrate sustainability commitment

GROHE is a leading global brand for complete bathroom solutions, kitchen fittings and water systems. Striving for the highest levels of sustainability is an integral and essential part of GROHE’s DNA, in addition to quality, technology and design, which are the brand’s core values.

GROHE consistently pursues a 360-degree sustainability approach that incorporates defined areas of activity across employees, suppliers, customers, processes, products and social responsibility in equal measure.

Did you know that in the UK an estimated five million tonnes of plastic are used every year? Around eight million tonnes of plastic make their way into the world’s oceans each year with the potential to kill up to 1,000,000 sea creatures. According to the Ellen MacArthur Foundation, there will be more plastic in the oceans than fish by 2050!

The UK Government has a strategic ambition to “…work towards all plastic packaging placed on the market being recyclable, reusable or compostable by 2025.”

With a few easy steps you can also take action to help the environment. GROHE can help you make your home more sustainable, through its intelligent and resource-saving technologies.

With the GROHE Blue water system, a family of four can save an average of approximately 600 plastic bottles per year. The Grohe Blue water system offers great-tasting drinking water with filtered chilled, still, medium and sparkling water straight from the tap. As well as the reduction in plastic waste by using the Grohe Blue water system, you can also save money, energy and time.

At the Bournemouth Air Festival in August this year, GROHE arranged a beach-cleaning campaign to show how much plastic waste there is, and how it could end up in the sea causing harm to all sea creatures. Help GROHE save resources, keep the oceans clean and make the world a better sustainable place.

www.grohe.co.uk

New Packaging Act: Germany is serious about recycling

The Packaging Act (VerpackG) has been in effect since 1 January 2019 to drive change in terms of effective recycling.

The activities of the Central Agency Packaging Register (Zentrale Stelle Verpackungsregister – ZSVR), the body responsible for enforcing the law, are evidence that lawmakers are serious about stepping up recycling efforts.

In July 2019, less than six months after being launched, the ZSVR initiated large-scale audits and enforcement actions that could result in severe penalties – including fines up to EUR 200,000, legal warnings and sales bans. Foreign traders and manufacturers are also affected as soon as they sell packaged goods to customers in Germany. The ZSVR has announced that it will pursue further enforcement actions.

www.interseroh.de

Private dentist

Located in Kensington, West London, German dentist Dr Olaf Bruns has been providing private dentistry services since 2005.

With a commitment to continuous professional development, Dr Bruns travels internationally to ensure treatments at Redcliffe Dental Rooms are performed using the latest evidence-based techniques.

When asked for his top three priorities in a recent magazine interview, Dr Bruns replied, “Quality, access and punctuality. Our German-engineered equipment and materials are sourced from the highest-quality providers in the sector. Our appointments are available throughout the week – early, late and at weekends too. Our team work hard to ensure your appointment runs to schedule – I am very conscious of the value of your time.”

www.redcliffedentalrooms.com
The German Packaging Act (VerpackG) came into force on 1 January 2019. The Act requires retailers and manufacturers to honour their product responsibility by sharing the costs incurred by the disposal and recycling of the sales packaging they place on the market. VerpackG also explicitly covers foreign companies that ship their packaged goods into Germany. Markus Müller-Drexel, Managing Director at INTERSEROH Dienstleistungs GmbH that developed the ‘Lizenzero’ packaging licensing shop, explains the benefits of a digital shop solution and the steps those affected by the Act need to take now.

Mr Müller-Drexel, who is actually affected by the new Act?
Anyone who is the first to fill a piece of packaging with goods and to place it on the market in Germany or sell this to German customers, and who therefore creates waste that is ultimately disposed of by private consumers. For this reason, the Act also affects importers and foreign companies that ship their goods directly to customers in Germany.

What kinds of packaging are covered by the Packaging Act?
The term ‘sales packaging’ covers product and mail-order packaging (plus packaging aids and padding) and service packaging (e.g. bakery bags). Crucially, the Act’s provisions apply from the very first piece of packaging filled and placed on the market in Germany by a commercial operator.

What are the next steps for retailers or manufacturers affected by the Act?
There are two steps, and both involve registration. First, they need to register their sales packaging with a dual system by paying the licence fee – i.e. helping to bear the costs of packaging disposal and recycling. Second, they need to register with the ZSVR and report their packaging volumes there as well.

So what’s the easiest way to get my packaging licensed properly?
Online shops like Lizenzero are available to help affected companies with their licensing (www.lizenzero.de/en). The webshop is operated by Interseroh, a dual system provider and a company with over 25 years of expertise in recycling and environmental protection.

And how does the process work for registering my packaging with the ZSVR?
You need to register online with the LUCID database run by the ZSVR, enter the name of your dual system and your packaging volume. You are then issued with a registration number. The next step is to go back to the dual system where you registered your packaging and let them know this number.

What are the advantages of using Interseroh’s Lizenzero online shop?
Lizenzero has enabled us to simplify the licensing process, which means the online shop is especially useful for anyone who hasn’t had experience with licensing before. Our Calculation Assistant is the best example here: you just enter the number of items for each packaging type and then click to have these converted into standard weight values ... and that’s it!

Visit us at www.lizenzero.de/en/
Storck is a global confectionery business with a powerhouse portfolio of brands. Almost everyone knows their products, has maybe tried one (or all of them) or has given them to someone as a gift.

Starting as a candy manufacturer in 1903 in the small village of Werther, in Germany’s Westphalia region, it remains an owner-managed fourth-generation family business and is one of the largest confectionery manufacturers in the world.

More than 100 countries around the world are supplied with their unique brands and products. Storck produces 546 tonnes of chocolate products and 309 tonnes of sugar confectionery in a single day.

The business operates three manufacturing sites and has 20 international subsidiaries employing 6,000 ‘Storkies’. They pride themselves on this global presence allowing them to react flexibly to local needs.

Within the industry, the business is known for its commitment to quality, credibility and the well-being of people. There is a truly unique culture within the Storck business; people absolutely come first, from employees to consumers. Trust, honesty, responsibility and cooperation are at the heart of the organisation and the business operates on a principle of high ethical values, expecting the same from colleagues inside and outside the company alike.

The UK is one of the best places to invest - despite Brexit

As members of the German-British Chamber of Industry & Commerce, we help German clients to establish their businesses in the UK.

We also help existing businesses to relocate or establish a branch in the UK. With service packages tailored to the specific needs of our customers and their businesses, we support you throughout the different stages of your project.

The United Kingdom has always been considered one of the best places to invest and do business for many reasons: a fortunate geographical position which allows for relations with all of Europe, a varied market characterized by high-quality products, straightforward bureaucracy and significant tax benefits.

Fertile ground

London in particular, as one of the main multicultural and financial capitals of the world, offers fertile ground for any new business to thrive, despite Brexit.

If you would like to enter the UK market, the best way is to set up a company and start to grow your own business.

www.flyingformations.com

For the sweet moments in life

www.storck.co.uk
ANNUAL DINNER

Our Annual Dinner was held on Tuesday, 11 June 2019, at the beautiful Drapers’ Hall in London. Guest of Honour and Speaker was Ambassador Wolfgang Ischinger, Chairman of the Munich Security Conference, who discussed “Defence and Security Challenges for Europe”. We were delighted to welcome over 200 members of the German-British business community and their guests, who enjoyed a fabulous evening with drinks and a three-course meal in the impressive Livery Hall. The Annual Dinner was kindly supported by London & Partners.
**SUMMER RECEPTION**

Our Members’ Summer Reception took place on 3 July 2019, once again on the rooftop of DZ Bank. Think of a warm summer evening with the stunning backdrop of St. Paul’s Cathedral, sausages and potato salad with a chilled glass of Kessler Sekt, kindly provided by Germany’s oldest sparkling wine house, or some cold Heidi Blonde beer, sponsored by the German Kraft Brewery, London. Wunderbar!

![Image of the event]

Carina Leonhardt, DZ Bank, London Branch, Max Zensen and Anna-Maria Kassebart, Helaba, and Johanna Schallert, DZ Bank, London Branch

**BIRMINGHAM SUMMER SOCIAL**

On 3 September 2019, we were delighted to welcome members and their guests to our Summer Social on level 25 at The Cube in Birmingham. With great views across the city, drinks and canapés, it was a perfect evening to sit back, relax, connect and catch up with contacts in the region.

![Image of the event]

Johannes Haas, DZ Bank, London Branch, and Dr Ulrich Hoppe, German-British Chamber of Industry & Commerce, welcoming members and guests

![Image of the event]

Charlotte Hill and Phil Winnington, Morris Site Machinery and Janina Neumann, Janina Neumann Design

![Image of the event]

Members and their guests enjoying the Summer Social at The Cube in Birmingham
Our Autumn Reception took place in the heart of London at the beautiful Hotel Café Royal on Regent Street. Along with the great atmosphere, members and their guests enjoyed the glamorous surroundings, wines and delicious food while catching up with friends, colleagues and business partners. Congratulations to our two lucky members who won fabulous overnight stays in Berlin, kindly provided by Hotel am Steinplatz and visitBerlin.
GOLF TOURNAMENT

This year, Germany celebrated the 30th anniversary of the fall of the Berlin Wall and to mark the occasion we invited our members to the traditional German Reunification Day golf tournament at Essendon Club on 3 October 2019. Over 40 players came together to show off their golf skills while renewing their business contacts out on the green. Congratulations to our winners who took home fabulous prizes kindly provided by visitBerlin, Schlosshotel Berlin by Patrick Hellmann, Westin Grand Berlin and Duval-Leroy Champagne.

EVENTS CALENDAR

TUESDAY, 19 NOVEMBER 2019
MIDLANDS CHRISTMAS MARKET RECEPTION
Venue: The Wilkes Partnership, 41 Church Street, Birmingham B3 2RT
Time: 4pm to 7pm
Cost: Complimentary

THURSDAY, 21 NOVEMBER 2019
TRADE & CONNECT 2019
Venue: IHK für München und Oberbayern, Max-Joseph-Str. 2, 80333 München, Germany
Time: 9am to 4pm
Cost: €150 (incl. VAT) per person

THURSDAY, 28 NOVEMBER 2019
IST MEIN UNTERNEHMEN REIF FÜR DIE INSEL(N) TROTZ BREXIT?
Venue: Tag24-Campus, Ostra-Allee 18, 01067 Dresden, Germany
Time: 5pm to 7.30pm
Cost: Complimentary

THURSDAY, 5 DECEMBER 2019
MEMBERS’ CHRISTMAS PARTY
Venue: German-British Chamber of Industry & Commerce, 16 Buckingham Gate, London SW1E 6LB
Time: 6pm to 9.30pm
Cost: Complimentary

MONDAY, 6 JANUARY 2020
MEMBERS’ NEW YEAR’S RECEPTION
Venue: German-British Chamber of Industry & Commerce, 16 Buckingham Gate, London SW1E 6LB
Time: 11am to 1pm
Cost: Complimentary

Please see our webpage for updates and to register for events: www.germanbritishchamber.co.uk
IMPECCABLE DESIGN: IMPRESSING WITH HANDMADE FURNITURE SINCE 1945

The timeless and beautiful designs found at Max Winzer have been convincing clients with their selection of armchairs, sofas, sofa beds, benches and stools.

The variety of materials means that clients can get a truly tailor-made experience, which does not only breathe excellent value-for-money, but also sheer quality. Using only choice materials ranging from flat weaves to artificial leather, velvet velour and exclusive real leather are also available to help impress customers.

Being a reliable partner for furniture, Max Winzer continues to convince interior designers, architects and other customers who value the balance of quality, style, comfort and refined workmanship.

The large selection of furniture models means that clients are able to get the furniture that corresponds to their needs. Max Winzer provides personalised advice and support, in order to help clients make the appropriate decisions.

For further information, please contact:
Ms Karina Wunderlich, Max Winzer GmbH & Co. KG, Grossheirather Straße 1, 96253 Untersiemau, Germany
T: +49 (0)9565 798-0
E: info@max-winzer.de
W: www.max-winzer.de
The vast majority of our companies do not want a hard Brexit

Despite the Brexit uncertainty the German-British business community remains patient. Companies want a “good” Brexit deal and are still prepared to wait – Nearly 90% of respondents do not want a hard Brexit!

The autumn survey of members of the German-British business community has revealed that only slightly more than 10% of companies prefer a hard Brexit. A quarter of respondents is still happy to live with the current uncertainty if it leads to an agreement similar to the “deal” negotiated by the previous and current government.

Nearly two thirds are even willing to live with much longer uncertainty if it leads to a softer Brexit based on a customs union or customs partnership with close Single Market alignment.

These figures are very similar to our survey results from the spring of this year, suggesting that patience continues to prevail. Not surprisingly, companies see potential new trade barriers and administrative hurdles as the biggest risk for their operations. This is followed by increased uncertainty about future exchange rate developments and the medium-term economic outlook for the UK. This is underlined by the fact that now 55% of respondents view the economic outlook for the UK over the next five years negatively or very negatively. In spring 2019, the comparable figure was “only” 40%.

However, when asked about how they assess their own company’s current situation they are far more upbeat, with nearly 60% judging it as positive or very positive and only 15% as negative or very negative. Nevertheless, when judging the outlook for the next twelve months companies are a bit more cautious. This changes again when assessing their company’s medium-term prospects: over the next five years two thirds of respondents take a positive to very positive view on the prospects of their own activities in the UK.

Investment

In terms of their own company’s future investment the results are less pronounced, but broadly similar. A third wants to increase investment with only a fifth planning to invest less in the coming year. Over a five-year horizon companies are more optimistic as half of them want to increase their investment. When looking at staffing levels over the next year, nearly a third wants to increase the number of employees and only a fifth expects a decrease in employment within their UK operations.

With regard to Brexit preparedness, nearly half the companies say that they are well or reasonably well prepared. Only 4% are not prepared and the remaining respondents rank somewhere in between.

Dr Ulrich Hoppe, Director General of the German-British Chamber of Industry & Commerce, commented, “The survey results suggest that the German-British business community continues to be reasonably well positioned in the current uncertain environment but the Brexit outcome may well have a negative influence on the UK economy as the overall future development of the British economy is judged to be rather more challenging.”

The survey and its participants

141 online interviews were conducted with members of the German-British business community with UK operations. The study was part of the World Business Outlook survey of the Association of German Chambers of Industry & Commerce. Fieldwork was conducted between 30 September and 7 October 2019.
Companies do not want a hard Brexit

Independent of the Brexit uncertainty, a majority of companies still judges their own situation as positive and only 16% take a negative view – representing no real change to the spring survey of this year.

Broadly in line with future investment plans, a third of respondents expects to increase the number of employees. Nearly half take a ‘wait and see’ approach and a fifth expects to reduce staffing levels.

Nearly two thirds are willing to accept a much longer political uncertainty if it leads to a softer Brexit based on a customs union/customs partnership and close Single Market alignment.

Despite their own positive current situation, companies have become far more ‘wary’ about the overall economic prospects of the UK in the medium term. Now 55% take a negative or very negative view. In spring the figure was ‘only’ 41%.
Bachelor and Master programmes
with opportunity to progress to Doctoral Studies

18-24 months
(depending on entry qualification)

International Bachelor and Master programmes:
• Part-time (blended/distance learning)
• Teaching mainly on weekends in London and Germany
• Taught in English
• Flexible starting dates generally Autumn and Spring

BA (Hons) Business Studies
Master in International Business and Management (MSc)
Master of Business Administration (MBA)
Master in International Fashion and Media Management (MA)

www.ecbm-london.de
study@eurocollege.org.uk

European College of Business and Management
Die Business School der Deutsch-Britischen Industrie- und Handelskammer in London