

# EuroTransfair

HERMANN GÜHRING



Have you ever heard  
your company's heart  
beating?

Striving for excellence in  
corporate leadership



# Strategic Corporate Leadership

## Consultancy to SME Entrepreneurs

- The boss knows everything – but who can he ask?  
Argumentative coaching expands horizons and possibilities
- Score in the world market and exploit growth opportunities through international partnerships

## Business Succession

- For many companies the transition to a second generation management turns out to be a breaking point, which can be avoided by intelligent consultancy
- As a basic rule: The earlier you start thinking about it, the better. This is the only way to find the best process and the right timing





## Technology-Transfer

- Time to market – the faster you transfer a product idea into a sellable product, the higher the income to be achieved
- With access to the right patents and partnerships you plant new business fields – far more lucrative than in fields that are past their zenith

## Strategic Product Placement

- A market is created by a product that hits the core of a need and provides a perfect solution
- By proper timing and stringent addressing of the target group you exploit and develop the full potential of your products



# New Values through strong Partnerships

## Industrial Relationship Initiation

- Industrial partnerships have a lot in common with human partnerships. They take advantage of common interests and benefit from diverse strengths
- We analyze for you – bring together – and facilitate the process of synchronization

## KnowHow – KnowWho – KnowWhere

### Euro ↔ Asian win-win Co-operations

- Why not making your toughest competitor to become your ally?
- Specifically in Euro-Asian mergers real win-win co-operations can be formed which allow you to obtain a market leadership way beyond competitors





## Mergers & Acquisitions

- Finding the right partner with complementary strengths creates much higher outcome than just the sum of the former parties
- That is why the right choice of partners is crucial for sustainable success

$$2 + 2 = 5$$

## Synchronisation of Young Partnerships

- Both partners have their own history, culture and procedures
- Intelligent facilitation by a third party can eliminate inner frictions and implement a smooth process taking the best from both sides



# The Company as a Core Cell of the Society

## The Company as Living Environment for the Employees

- Only the highly motivated and constantly promoted staff releases its full potential for the company
- Do you know the secrets of success of those who always win in attracting the best performers to become part of their team?

## Source for Profitable Customer Relationships

- Profitable business comes by strong determination to share success and victory
- The value driven company creates a climate of mutual support for sustainable success





## Workplace Health Promotion

- Reducing absenteeism caused by a lack of health or motivation provides benefits for workers and company
- The increasing attractiveness as an employer improves employee retention and acquisition

## Sports Management and Personal Training

- A personal trainer is a winning factor for successful managers allowing them to stand the pressure with excellence
- Simon Gühring, captain of the German national baseball team and certified personal trainer is an instructor to top executives of German companies



# Ready to support you



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