

Germany

Thoroughness is not just a cliché

Export sales and cultural awareness

Germany has for years been Denmark's largest export destination. Europe's **strongest economy** is a highly competitive market - open for those with the right will and determination.

Not so many years ago, Germany was dubbed "the sick man of Europe". The cost of reunification had proven to be a heavy burden for its economy throughout the 90's, but recent growth and its **highly competitive** industrial sector confirm once more Germany's status as an economic powerhouse.

Relocare will help your company in taking on the challenge and do business in this complex market of more than 80 million inhabitants. With the right marketing mix and determination, Danish businesses are **well-positioned** to take advantage of current economic recovery taking place just south of the border.

As a rule of thumb, good preparation is the key. Germany shares borders with ten countries. Therefore, picking you among your rivals will not only be based on a competitive product, but also on facts and figures. **Be prepared** for Teutonic thoroughness!

Relocare will prepare you for this aspect of German culture, plus give you the **best tools** to use cultural knowledge as a door-opener. Having heard more about Germany than Autobahn, Oktoberfest and BMW may leave you with the decisive competitive edge.

We offer

- Development of cultural awareness between Danish and German branches, also in relation to mergers and acquisitions.
- Cross functional team courses in cultural awareness in long distance work
- Culture courses for both the employee and family.
- Sales cultures courses.
- Intercultural coaching.

Contact managing director Else Christensen and hear how we will meet your needs and demands.

From DKK 5.100,- ex. VAT.

relocare
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