



GGI's German Speaking Chapter: Going Public

Members of GGI's German Speaking Chapter met in Frankfurt from 12 to 14 September to discuss a marketing strategy for the German-speaking region and the latest legal and fiscal developments in their home countries. Hosted by Benefitax GmbH in Frankfurt, the annual meeting was a success.



In front of Frankfurt's historical opera house.

Oliver Biernat, managing partner of Benefitax GmbH Tax Consulting and Public Audit Company, heartily welcomed the guests, who came from six different member countries to attend the meeting.

After Oliver's welcome, Claudio Cocca, founder of Geneva Group International,

opened Saturday's meeting, underlining the importance of smaller GGI meetings which allow for the discussion of new ideas and development of detailed strategies. Claudio thanked Oliver and his team

for their initiative in inviting a marketing expert who discussed the importance of being present and reported on print and online media.

At three different workshops the GGI members discussed their own experiences in this field and formulated their ideas on how to strengthen the image of Geneva Group International in German-speaking regions. In the end, the assembly decided on a new marketing concept which shall soon be submitted to all concerned members for final resolution.

Protagonists of the afternoon session were the GGI members themselves. Directed by Oliver Biernat, eight

short presentations with concentrated information on recent developments in legal and fiscal affairs in six member countries and the European Union were held by Niels Fischer (CH), Carlos Frühbeck and Dr. Astrid Dorfmeister (E), Dr. Karl Friedrich Dumoulin (D), Dr. Hubert Tramposch (A), Uffe Bass Johannsen (DK), Klaus Küspert (D), Dr. Attila Kovács (HU) and Claudio Cocca (CH). At the end of the meeting all participants could take home a wealth of information for their international work.

The guests' stay began on Friday, with a short visit to Alt-Sachsenhausen, the historic center of south Frankfurt, the home of Benefitax. Carrying blue Benefitax umbrellas in the rain, the group dined at a typical restaurant known for its local cider called *Ebbelwoi* and traditional, home-made dishes. A last drink at Harry's New York Bar closed the first evening before the guests returned to their spacious rooms at the Main Plaza Hotel and enjoyed its panoramic view of Frankfurt.

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A presentation on marketing strategies.

After the intense work session on Saturday, Astrid Rechel-Götz, in charge of the entire organization of the meeting, guided the GGI-group along the idyllic Main River to the historic Frankfurt town hall, the

Römer, where the guests had the special honour of visiting the Kaisersaal, which for several centuries was the place of enthronement of all German kings. The walk continued through the narrow streets of

the Römer area and finished with a visit to the impressive buildings of the Alte Oper and the Deutsche Börse, seat of the Frankfurt stock exchange. The only European hotel paternoster lift was the last challenge

the GGI delegates had to pass before enjoying dinner on the rooftop of Fleming's, the five-star city hotel, and saying goodbye to Frankfurt with a last night glance over 'the smallest metropolis in the world'.