



PRESS RELEASE

1st entrepreneur salon North-Rhine Westphalia – Ensuring survivability and sustainability

[09.05.2011] Munich - After successful initial events in Baden-Württemberg and Bavaria, Prof. Dr. Wieselhuber now invited to the "1st W&P entrepreneur salon North-Rhine Westphalia" in Schloß Bensberg. Once more, the creation of corporate sustainability was at the focus of the evening visited by 38 local entrepreneurs. As an introduction, renowned economist Prof. Dr. Beatrice Weder di Mauro spoke on the "Opportunities of growth: Global perspectives for tomorrow's wealth". Well versed in the economy, she is a member of the German expert council for assessment of the overall economic development. Her explanations painted a clear picture of the national and international challenges to be faced by the European community of states and Germany.

Afterwards, Prof. Dr. Wieselhuber spoke with the participants about securing survivability and sustainability of family-owned companies. He described the following three items as the content of modern management and corporate philosophy: "Securing survivability, designing sustainability and proving the ability to follow progress". Along the line of these three principles, Prof. Wieselhuber then developed his idea for securing a company's survival and sustainability.

Concrete experience and results for designing one's own company's sustainability were the focus of the subsequent panel discussion which was, as always, hosted by Prof. Wieselhuber personally. Its participants included renowned personalities Franz-Josef Hasebrink (chairman of the board of EK servicegroup eG), Werner Heer (CEO of Dürkopp Adler AG), Oliver Hermes (spokesman of the board of WILO SE) and Dr.-Ing. Mählmann (manager of Otto Fuchs KG).

The 2nd W&P entrepreneur salon North-Rhine Westphalia is planned for late 2011/early 2012.



Dr. Wieselhuber & Partner GmbH
Unternehmensberatung

Short profile of Dr. Wieselhuber & Partner

Dr. Wieselhuber & Partner (W&P) is an independent, cross-sectoral top management consultancy for family businesses as well as public institutions. Through this consistent target group orientation and the resulting competence, W&P became the leading management consultancy for family businesses and the public sector in Germany over the past 20 years. With offices in Munich, Düsseldorf and Hamburg, Dr. Wieselhuber & Partner offers his customers an extensive expertise in various sectors and methods and is mainly characterised by its competence in the interplay between family, management and company.

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