



## PRESS RELEASE

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### Dr. Wieselhuber & Partner extends an invitation to the *Literaturhaus München* (Literature House Munich) Business Forum ‘Corporate Architects’ / 25 years of W&P

[November 2<sup>nd</sup>, 2011] On the 27th of October the wait was over: the top management consultancy for family-owned businesses, Dr. Wieselhuber & Partner (W&P) again extended an invitation for the tenth occasion to a business forum in the *Literaturhaus* in Munich. Headlined under the general theme ‘Corporate Architects’, around 150 guests from politics, culture, sport and business – amongst them outstanding entrepreneurial personalities from family-owned businesses – took advantage of the established platform provided by the forum, in order to exchange ideas across industry sectors about different strategies for success.

Well-known business people from industry, such as Dr. Dr. Bettermann, from corporate management from the Freudenberg Group, or Hans Georg Härter, CEO of ZF Friedrichshafen AG, afforded insights into their roles and their understanding as successful corporate architects. They were flanked professionally by acclaimed architect Prof. Hans Kollhoff, and joined athletically by Martin Sauer, the cox for Germany’s Men’s Eight. For Prof. Dr. Wieselhuber, the majority shareholder and CEO of W&P, this year’s business forum was a special event. 2011 sees him looking back, himself a tried-and-tested corporate architect, at the twenty-five year existence of his own consultancy business.

*“The conception of the role and function of a business leader is similar to that of an architect in many ways”,* host of the forum Dr. Wieselhuber explained, commenting on the theme of the event. *“From the vision to the building up and through to the future-oriented reorientation of a company, – the accomplishment of a business leader resembles that of an architect in the creation and construction of a building or*



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*edifice.*” In Wieselhuber’s opinion, the corporate architect, like the architect, becomes the framer and guarantor for quality, economic efficiency and on-time delivery.

Dr. Dr. Bettermann reported on the now fifty-year-old vision of the Freudenberg Group to make the Chinese market a successful long-term pillar of the company, on the corresponding commitment in building up representation in the country and the accompanying intercultural challenges in China. Bettermann was in complete agreement with Wieselhuber, that companies can make full use of the circumstances of a ‘different world’ in order to develop an authentic strategy for themselves. For China, Betterman’s formula for success is as follows: *“At the top of the scale of values stands the family, after that is the country and only after that comes the company. To be successful, you have to draw the company into the role of a second family, as far as is possible, to make the company into a second home”*. Accordingly, only long-term partnerships will work in China.

Hans-Georg Härter also has an ambitious agenda as the CEO of ZF Friedrichshafen AG – his avowed strategic goal: he wants to be the number one, number two or at the very least the number three worldwide in the area of driveline and chassis technology. Härter’s ‘architectural’ concept for his company: *“In order to maintain the positions attained in the global market long-term, and to continue to build upon them, a further intensification of global activities is necessary. In particular, the fast-growing automotive sectors in the emerging markets afford interesting prospects for such intensification”*.

Bettermann and Härter’s experiences were supported by interesting insights into the worlds of architecture and sport in the context of a round-table panel discussion. Martin Sauer’s motivation for success, which has led him and his team to multiple world championships for Germany in the Men’s Eight, can be directly applied to the corporate arena. As Sauer explains, *“In each defeat there is the seed for the next success”*. For it’s only those who face the competition and use their defeats in a positive way, who will be able to realise their visions for the future, whether they be in the corporate, the architectural or the athletic arenas.



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Further well-known speakers such as Dieter Schnabel, chairman of the executive board of Helm AG, Dr. Werner Wolf, spokesman of the executive board of the Bitburger Braugruppe GmbH, as well as Prof. Dr. Dr. h.c. mult. Wolfgang A. Hermann, President of the Technische Universität München (Technical University of Munich) agreed that at the end of the day that there is no such thing as a patent medicine for corporate success – rather what's required is the courage to seize the entrepreneurial vision and then make it happen.

Before a dinner to conclude the event, Wieselhuber looked back at his own twenty-five year history as a corporate architect: *“In the last quarter of a century, we've always concentrated on a core clientèle: family-owned businesses. Why? As an owner-operated consultancy, and, in contrast to our competition, we don't just understand the special situation that family-owned businesses operate in – we live these structures ourselves daily, both theoretically and practically, and that being the case, we are authentic in what we do.”* The success of his consultancy business proves his point.

Detailed documentation from the event will be released. Editors have the opportunity to request this documentation.

**About Dr. Wieselhuber & Partner**

Dr. Wieselhuber & Partner (W&P) is an independent, cross-sector top management consultancy for family-owned businesses, as well as public institutions. This consistent orientation to particular target groups and the expertise resulting from it has led W&P in the past 25 years to become the leading management consultancy firm for family-owned businesses in Germany. With its head office in Munich, Dr. Wieselhuber & Partner affords its clients comprehensive expertise in business sectors and methods and stands out above all due to its competency in the area of conflicting priorities of family, management and business.

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