



PRESS STATEMENT

1. Entrepreneur Salon Hesse– Ensuring Survivability and Sustainability

[17.06.2011] Eltville – A new platform of entrepreneurial dialogue raises great interest and agreement. Entrepreneur circle participation in the previous regional entrepreneur salons shows that the "small round" is more beneficial for business managers than large events.

After Baden-Württemberg, Bavaria and North-Rhine Westphalia, the first Hessian entrepreneur's salon took place at Schloß Reinhartshausen last night upon invitation by Prof. Dr. Wieselhuber

The initial lecture of Middle-East expert Dr. Michael Lüders on the subject of "Perspective Middle East – An Economic Area at the Focus" showed the latest perspectives on the process of change in the North-African states, explained the historic origin of these areas of conflict and offered an outlook on the direction in which this economic area may develop in future.

Prof. Wieselhuber dealt with securing survivability and sustainability of companies in his explanations, putting the current lack of visionary constructors in companies down to the fact that *"reaction, repairs and relativation have by now become established behaviours in many companies, preventing actual progress."* Too rarely were opportunities taken and the triplet of "securing survivability, designing sustainability and proving the ability to achieve progress" implemented.

In the final discussion, Ms. Angelique Renkhoff-Mücke (chairwoman of the board, Warema Renkhoff SE), Stefan Messer (CEO, Messer Group GmbH) and Dr. Martin Zügel (management spokesman, Merz Pharma GmbH) showed that they are looking for new growth sources systematically and consistently. For example, Warema has great growth potential due to the new debate on energy efficiency: *"This subject is still widely unknown in Asia. It is still in early development in America under the name of Green Building. Participating in development of these new markets from the first is an opportunity for us,"* says Renkhoff-Mücke.

In answer to Prof. Wieselhuber's question, the three stated that their companies can make use of a stable revenue and liquidity situation, as well as an above-average equity rate, which provide independence and security for sustainable growth strategies.



Dr. Wieselhuber & Partner GmbH
Unternehmensberatung

Nevertheless, transparency is much more important for family-owned companies today than it used to be, says Merz' director Dr. Zügel: *"Consistent transparency on business figures is not only very important for partners and banks. Future employees are also much better able to support the joint path if they are well-informed."*

All three panel members see the greatest challenge for family-owned businesses in the generation change. It is important that generations support each other, in particular in difficult times: *"The most successful family-owned companies either have very few or very many partners. This means that structural changes among the partners usually do not cause insurmountable problems,"* says Stefan Messer.

The 2nd W&P entrepreneur salon Hesse is planned for early 2012.