

Germany & Malaysia

Lessons learned:

Co-operation of German and Malaysian companies

by

GBP INTERNATIONAL

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CEO

Germany and Malaysia – we cannot be better friends



If you ask Germans what they think/know about Malaysia...



If you ask Malaysians what they think/know about Germany...



Top 3 lessons for Germans in Malaysia

1. Plan for much more time than you think
2. Be sure to have the right partner
3. Hire a German to run your company – in the beginning

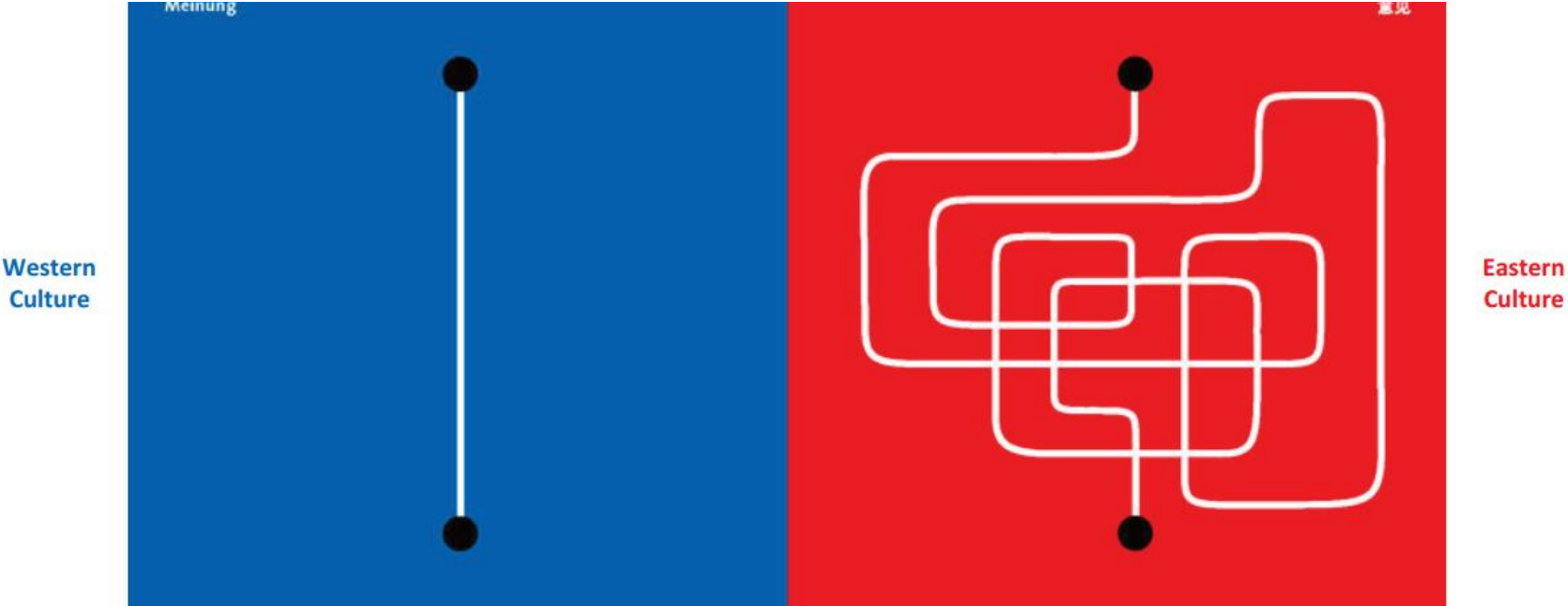
Germany is much more of an adventure for Malaysians than the other way round

For Malaysians in Germany

1. Quality, Quality, Quality is king
2. Dont think that Germany is perfect
3. No Malaysian food in Germany

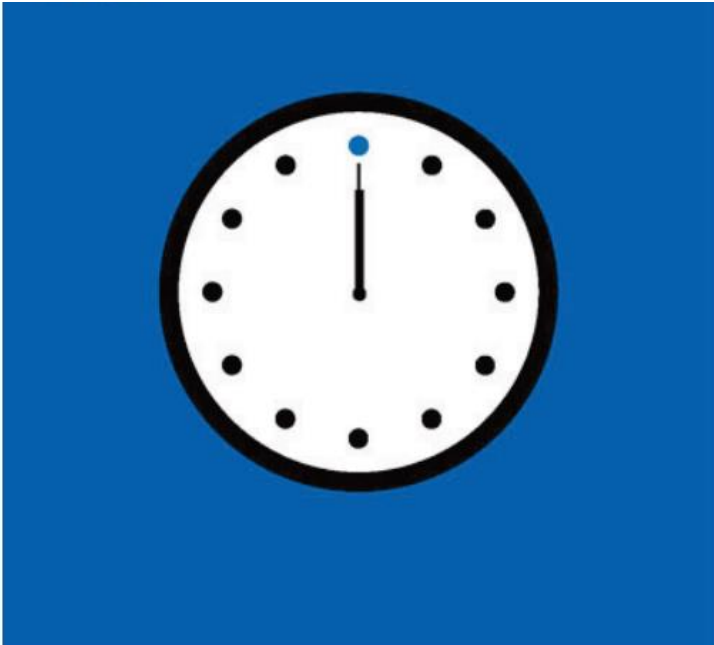
Illustrations of East meets West

The shortest possible way to a solution



Traffic jam lah...I am running late

Western Culture

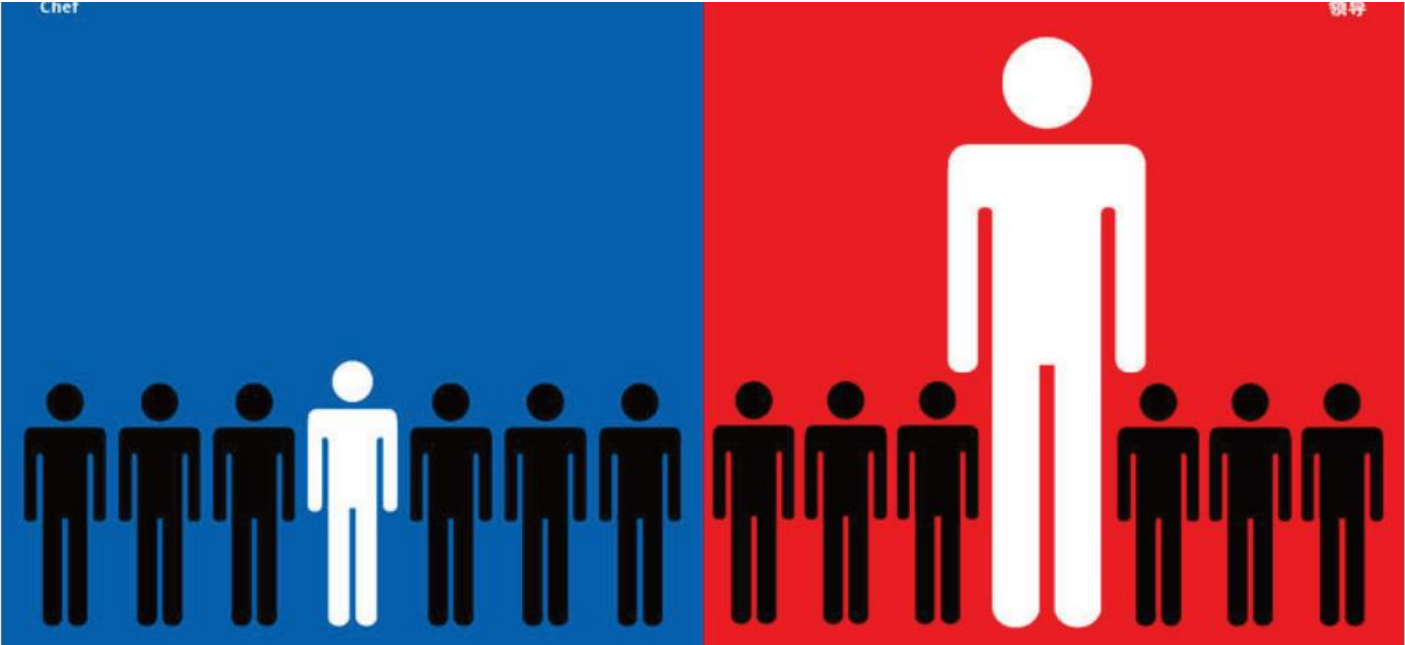


Eastern Culture



The boss is king...a little bit

Western Culture



Eastern Culture



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Selected customer references



This is our storyline

- GBP INTERNATIONAL is in the business since 1997 giving us a track record of 20 years with over 500 successfully completed project assignments in many industries
- Our main theme is “successful internationalisation” – mainly supporting companies in their business development and expansion in foreign markets
- The projects we handle are across most b2b industries, covering the whole value chain, focussing on delivering results and value for money
- The service offerings: Market Research – Strategy, Sales, Sourcing – Corporate Services
- Our operational headquarters are based in Germany and Malaysia. The target markets have been across the globe with an empathise on China, India and ASEAN as well as Europe and the Middle East
- Our shareholders and managing partners are a group of experienced international industry specialist with operational experience of many decades in various industries.
- We are supported by a board of advisors consisting of leading industry captains, ambassadors and opinion leaders

No matter how good your **knowledge** is; nothing beats our industrial **experience** – since 1997 in Asia



Aerospace & Defense - Automotive - Basic Materials/Mining - Chemicals - Construction Industry - Electrical Engineering - Energy & Renewables - Engineering Products - High Tech & New Materials - Green Business - Industrial Services - Infrastructure - Mechanical Manufacturing - Medical - Oil & Gas - Packaging - Telecom & ICT - Transport & Logistics