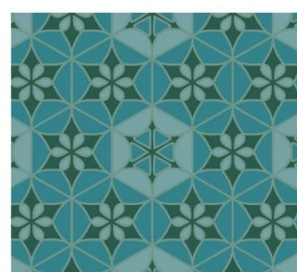


New ways of developing inter-member business

Presented by Creatis Groupe, France





créatis

NEW WAYS TO DEVELOP BUSINESS BETWEEN MEMBERS



Vienna June 3rd, 2016



AS MEMBERS OF IAPA
ONE OF OUR MAIN GOAL IS
TO DEVELOP BUSINESS FOR OUR FIRMS



SESSION'S PROCESS

1. Round Table 15' – 20'
 - ▶ Ways to develop business
2. Report by one participant of each table
3. Selection of one or two ideas
4. Round tables
 - ▶ How to apply these ideas
5. Report by one participant of each table
6. Synthesis and commitments





Roundtable discussions part 1: how can we develop business between members (new or established ideas)?

Global Support Local Knowledge

1. **IAPA acting more as a facilitator to match firms up re specialisms and niches**
2. Interaction between member firms in same country, sharing resources/ joint skills
3. Follow up from referrals, check what happened
4. General questions and answers – on the web so all members are aware of communication
5. Members need to know what products other members give/ share knowledge / skills, what each can offer clients
6. Build trust with members, be informative, share information
7. Share client base and transparency with clients to develop business. Joint work opportunities?
8. International audit work - targeting international business'....to be explored. Co-ordinated approach across countries to target international clients
9. Clients need to know about IAPA and the international network. Should be in member promotional literature – links around the world to help clients expand overseas if necessary
10. **Knowledge sharing...key to developing business. Use of intranet to share communication about IAPA. Permanent posting. Huddle – posting opportunities, collaboration. Internal promotion of international affiliation**
11. Awareness of sub regions
12. Develop niche areas/knowledge of specialisms. Invite non IAPA members (lawyers/experts) to join events and increase knowledge sharing and knowledge base
13. Registration of IAPA on 'official' lists eg. Chambers of commerce etc. Embassies etc.
14. **B2B meetings with IAPA members**
15. Sharing knowledge of international markets

CREATIS'S IDEAS

► First idea

With reference to the economic process there are two main ways to increase business

- ▶ Have an effect on supply
- ▶ Have an effect on demand

We mainly concentrate on our offer of services, and we develop communication tools to describe our abilities and skills.

CREATIS'S IDEAS

► We propose to have an effect on demand:

For example:

When one of our client has tax questions, it can be for several reasons:

1. He doesn't enjoy to pay taxes
2. He wants to anticipate/plan ahead
3. He has not enough money to pay taxes.

For the 3rd reason, tax advice is not enough



CREATIS'S IDEAS

- ▶ **We need to provide advices to**
 - ▶ increase margins/cash available
 - ▶ develop turnover



CREATIS'S IDEAS

- ▶ **To develop turnover, our client has to lead a study in terms of marketing-mix:**

Price/Product/**Market**/Promotion



CREATIS'S IDEAS

► For our clients

IAPA could be a way to have an information on international markets that is valuable to our domestic clients.



CREATIS'S IDEAS

So, **the first idea**, is :

- to communicate between us on attractive economic points of each of our countries,
- and provide our clients with appropriate information in connection to their activity.



CREATIS'S IDEAS

Hence, the “image” of IAPA members will be different:

We will be more than Tax advisors, Auditors or Accountants, but also

Firms that are able to help their client to develop their business/margins/cash.



CREATIS'S IDEAS

► Second idea

Increase the awareness of IAPA by developing the registration of IAPA members on “official” lists.



CREATIS'S IDEAS

For Example:

- ▶ Creatis could contact the Economic Department of French embassy in Brussels, in order to register IAPA members in this City or country, on the list of accountants.
- ▶ It is simpler for a French firm to speak to French Embassy than for a Belgium firm.
- ▶ It is quite impossible for a domestic firm to be registered in the Belgium embassy in Paris.
- ▶ The same approach could be developed for the International Chamber of Commerce, the European Community, the Business clubs...



CREATIS'S IDEAS

► Third idea

Speed meeting during IAPA conferences
between domestic clients and IAPA
members attending the conference



CREATIS'S IDEAS

For example:

- ▶ Conference host informs his clients that they have the opportunity to meet professional advisors from other countries.
- ▶ So, if they are interested in developing their business in these countries, they can meet the IAPA members during the conference, through a free of charge speed meeting.
- ▶ It will be a first contact.



Thank you
for your attention

créatis



Expanding Services and promoting your firm



- Approach International law firms
- Attend networking events / Trade shows
- Establish referral relationships with Chambers of Commerce
- Define and promote your international capabilities targeting foreign companies in your own country / domestic companies expanding overseas (website/brochures & all proposal documents)
- Maintain regular marketing tools for approaching international companies
- Promote niche services
- Continue to attend IAPA regional and international events
- Business centres / managed offices – an area of opportunity?