

HBTrue
CONSULTING. TRAINING. EDUCATION
Your partner in South Africa.

prodignus
Your partner in Austria and Germany.



Your
future market
in Europe

We support the development of your
business in Europe.

With our subsidiaries:
HBTrue, your partner in South Africa
Prodignus, your partner in Austria and Germany



Building synergies between Africa and Europe.
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Why Europe, and why Austria and Germany?

The European Union consists of 28 countries, which combined produce 24% of global economic output. As a result, this market represents the largest economy in the world, just ahead of the USA and some way ahead of China.

The European continent has a total population of approximately 750 Million, **of which the vast majority enjoys a generally high standard of living with strong purchasing power.** All of this makes Europe a very interesting target market. **At the heart of this region lie Germany and Austria which are two of the strongest economies on the continent.**

Important Export Market

Bilateral trade relations between the European Union and South Africa are of extreme significance to South Africa, making up as much as 38,5% of South African exports. **In the region, Germany is the largest trading partner and Austria the eighth.**

In 2017 exports from South Africa to Germany, specifically, grew to 115,2 billion Rand, which is an increase of 16% from the previous year. This represents a trend that does not show any signs of slowing down.

Because of tourism from Europe having grown more than 10% in every of the last few years, more consumable, as well as manufactured goods, from South Africa are being acknowledged by European consumers, demonstrating the immense sales potential of such goods in their home markets.

Free trade agreement

Of great economic significance is the TDCA (Trade, Development and Cooperation Agreement) signed between South Africa and the European Union in 1999.

As a result of this bilateral agreement, it has become relatively easy for goods and services to be exchanged between South Africa and all the members of the European Union.

*Considering these arguments there is no doubt:
There is large potential for
South African businesses to
expand into Europe.*



Interesting Margins

A strong incentive for South African organisations to consider European markets are the differentials in prices and income levels relative to South Africa.

On average, monthly income for individuals in Europe is substantially higher than that in South Africa, with Austria and Germany, specifically, being considerably higher still.

This allows South African companies to charge higher prices than they would in their home market.

What support can we provide?

We will assist you in all necessary steps to ensure successful market entry into Europe. **Our main goal is to establish a central point for you**, from which we will coordinate all activities in Austria / Germany and South Africa.

In both regions we have vastly experienced consultants, with in-depth understanding of these markets and a good grasp of their unique challenges.

PHASE_1

Fundamental Market Analysis – Is the European market interesting for your business?

- Is there a market for your product?
- Who makes up your client base? What is the pricing in that market?
- How large is the market? Who are your relevant competitors?
- What are the legal foundations to be considered?
- Are there potential partners to cooperate with? Does it make sense to start your own branch?

PHASE_2

On-site support in Europe

If the first analysis comes to a positive conclusion, it could be useful for you to see the European market for yourself.

We will support you on-site, finding the appropriate contact people for your organisation and arranging meetings.

What we want to achieve is for you to develop a feeling for the European market and a more concrete understanding of your chances.

PHASE_3

Developing a business plan as the foundation for decision making

Based on the analysis carried out so far, revenue and cost planning must be conducted and a model constructed which will form the basis for further decision making.

Important questions to be answered with the business plan will include, amongst others, what realistic quantities and prices are, whether to start your own branch or to work with a distribution partner and what the necessary investments will be.

PHASE_4

Planning and implementing your market entry

If following all the analysis carried out you decide to go ahead with your European expansion, the next decision will be on whether to set up your own branch or subsidiary, or work with a local distribution partner.

With your own branch:

Business registration, banking, taxes, office spaces, hiring of staff etc.

Without own branch:

Discussions and agreements with distribution partners, setting up the logistics of moving your products from Africa to Europe.



Your consultant for the entry into the European market:

- + On-site support in South Africa, Germany and Europe
- + Extensive business experience in Europe and South Africa
- + Access to experienced managers and entrepreneurs
- + Our consultant will be your central contact person and coordinate all activities

Our consultants:



Herbert Brandner

- Over 20 years of experience as a consultant, executive manager and entrepreneur
- At your service in South Africa, Germany and Austria



Richard Wein

- 30 years of management experience, of which 20 years were at executive level for a wide variety of branches.
- At your service in Germany and Austria



Georg Brandner

- Grew up in Austria but has been residing in South Africa for over 40 years.
- 40 years of experience in founding, growing and managing local businesses.
- At your service in South Africa

Interested?

Please contact us for an obligation free consultation on the following channels:

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