



# THE BDO IBC

Your digital tool for global Business Development

15.03.2018

**BDO**



# INTRODUCTION



## Internationality means new opportunities

The opening of markets, the removal of tariff and non-tariff trade barriers and the greatest possible freedom of movement for goods, services and even labour have long been the trend. This has generated completely new opportunities for small and large businesses alike.

As BDO, being present in actually 162 countries around the world, we are not only a truly global organization – we are also dedicated experts for successful cross-border business activities. BDO is not only serving a huge number of the groups clients in several countries around the world, we are also helping to completed growth.

Over 1,200 completed M&A transactions in 2017 with a combined value of more than USD 54.5 billion are proof of this, as 30 percent of those are cross-border.

We are experts in international business topics – recent examples are:

- US Tax Reform
- Brexit
- GDPR

The IBC is BDO's first global tool that combines Marketing and Business Development based on our international expertise!

# ABOUT THE BDO IBC

What is the BDO IBC?

Multi-dimensional concept in three dimensions:



economic



politico-legal



socio-cultural

How does it work?



production site



sales market



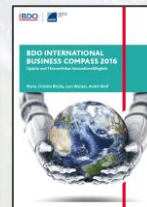
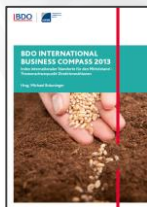


# DEVELOPMENT OF THE IBC



## From a singular study to a webtool

- 2013 – First edition of the study
- 2014 – Update & in depth-look: Direct Investment
- 2015 – Update & in depth-look: Infrastructure
- 2016 – Update & in depth-look: Labor Market Performance
- 2017 – Update & in depth-look: Innovation
- 2018 – Update & in depth-look: Consumption of Power and Natural Resources



IBC Webtool

# BENEFITS



# SIZE DOESN'T MATTER



**58%**

of small businesses  
already have  
international customers

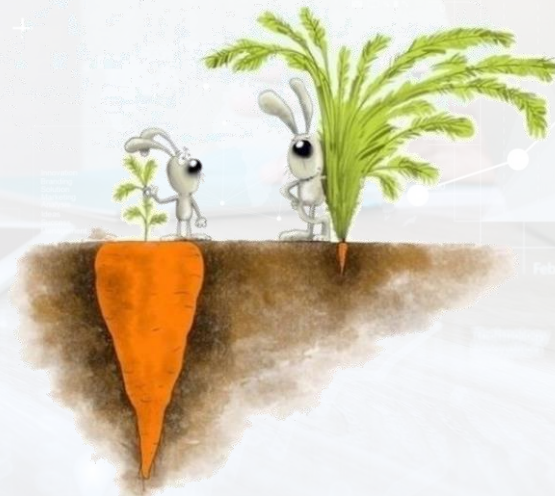
**72%**

plan to grow their  
international customer  
base by 2018

**96%**

are confident about  
conducting business  
abroad

\*Forex Market survey of 3000 SMB's





# MEDIA RESULTS - A TRULY GLOBAL SUCCESS



# WHAT DO I GET?



High potential



Support package



Instructional video



Marketing kit



Continuous updates



# WHAT DO I GET?



## Business Development potential

### An example – BDO in Germany

About 55 Mio. € of turnover in context of international business (referred-in/-out)



That is about  $\frac{1}{4}$  of the total turnover in Germany

$\frac{1}{4}$  of our employees have clients and/or targets with international business, that is about 450 employees



Even if each employee had only one such contact, we are generating at least 450 qualified opportunities for business development.

- ▶ How many of YOUR colleagues have clients/targets with international business potential?

The BDO IBC enables you to boost your activities in the international context

# PRICING



## Costs per country

Initial costs	500 €
Firm turnover in mio. €	Annual costs
<10	500 €
10 - 50	1.000 €
50 - 100	4.000 €
100 - 200	8.000 €
>200	15.000 €



# CONCLUSION



Your opportunity for positioning your firm as experts in international business – that is what BDO stands for globally



Impressive piece of thought leadership in global economy - exclusively by BDO



Ready and easy to use with optional single sign on, updated on a yearly basis



Information about more than 172 nations for first and quick orientation, especially between neighbouring countries