

# topik

BUSINESS SERVICES

Topik Business Services was founded with the clear charter to provide professional high-tech IT marketing and sales services to companies which plan to extend or improve their business in Europe. Topik can offer you a wide range of professional services.

- **Management Services**
- **Sales & Marketing Services**
- **Project Management & Marketing**
- **Product Management**
- **Business Development**
- **Training**

We will help you to make your business more successful in Europe. We will provide you with a full set of functions necessary to successfully run your business in Europe.

Based in Munich, located directly next to the new international Trade Fair Centre, topik Business Services GmbH is positioned right in the heart of Europe. Like many high-tech companies in and around Munich, topik Business Services enjoys one of Europe's best developed business infrastructures with excellent international connections to the US and Eastern Europe.

## More than Sales & Services



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## ACCESS to EUROPE SUCCESS NOW !



**THE HIGH-TECH PROFESSIONALS  
ARE AVAILABLE TO HELP YOU**

### You...

... represent a company selling promising IT products and technologies and you have plans to extend **your business in Europe**. You have recognized that Europe is not simply "one single homogeneous market". Europe means working with many different countries, languages, cultures, ways to market, and also promises exciting business opportunities.

### You...

...realize that there are a lot of opportunities to improve your business. You are looking for fresh ideas to get into new markets. You are now looking for a professional partner with plenty of experience in the **European IT channels**, who understands your business and who will develop it into European markets rapidly and successfully to improve your business.



**Kienbaum**<sup>K</sup>  
Human values for business



## If your company is out for Europe, please let us know!

CEC will support you attract the highest possible awareness for your company and product, even before you have started business over here.

Being a full service **public relations agency** consulting for companies in high-tech industries, CEC focuses on media relations work and will be presenting your core messages to the audience that is **relevant to you**.

Using all relevant means and channels such as press releases, articles, statements and one-on-ones, CEC addresses the print and web based online media consulted frequently by your target groups. The agency's unique service will be to make your company and product known to key editors of German high-tech, trade and daily media by quickly arranging personal meetings with them.

If you plan to have a booth at **CeBIT 2003**, we will be happy to support you in making the show a big success for you. We will create the opportunity for you to talk to **opinion leading** media representatives, translate your press releases and adopt them to the needs of German editors. We will look after your interests, by making sure that your company is well represented in the German press. Just contact us to be sure of a most successful start in Europe!

## » Philosophy «

More than ever company success is determined by the ideas, energy and personality of human beings. That is the reason why the Kienbaum Executive Consultants focus on human beings in organizations. As representatives of change and development they are the **significant success factor** for companies.

As a market leader in high-level executive search and selection it is our most important concern to make our customers more successful in the long term by providing them with **top quality personnel management**. Our excellent market access and many years of experience in personnel recruitment enable us to find managers and specialists actively contributing their know-how to the success of your company.

In addition to this, our International Practice Groups guarantee professional and relevant branch know-how. The Practice Group **New Economy: Advanced Technologies (NE:AT)** of Kienbaum Executive Consultants ensures optimal executive consulting for companies in the fields of Advanced Technologies (Telecommunications, IT) and New Economy (New Media, Internet, eBusiness) by networked, applicable branch or industry know-how.

The **Competence Center** of the NE:AT Practice Group, based in Munich, is supporting such companies in the search and selection process of managers and specialists and is responsible for strategic matters and the coordination of international activities. Close co-operation with Kienbaum Management Consultants guarantees both cross-functional engagement of consultants and a unique competence in all matters of personnel management for our customers.

Kienbaum has immediate access to a broad network of co-operation partners who support the clients' international operations. Projects in more than 50 countries demonstrate extensive international experience.

Dedicated Practice Group Consultants speak the "industry language" and are accepted as qualified discussion partners towards clients and candidates.

**Consulting competence** and choice of suitable search method, professionally applied and combined, are our strengths.

An efficient use of the **"Kienbaum Network"** that consists of more than 90 consultants in and outside Germany and a professional team of branch or industry experienced Researchers guarantee a high quality project execution.

**Cooperation** between competence centers and regional, branch-oriented consultants ensures extensive branch know-how and (global) **Key Account Management**.