

# IHK: Your Competent Business Partner



Industrie- und Handelskammer  
Region Stuttgart



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Region Stuttgart  
Jägerstrasse 30, 70174 Stuttgart  
Postfach 10 24 44, 70020 Stuttgart  
Telephone +49 (0)711 2005-0  
Fax +49 (0)711 2005-354  
[www.stuttgart.ihk.de](http://www.stuttgart.ihk.de)  
[info@stuttgart.ihk.de](mailto:info@stuttgart.ihk.de)

**Conception** Information Department

**Drawings** Wolfgang Horsch

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The IHK offers up-to-date and competent information with

- personal advice by telephone, in the Chamber or on site in companies
- seminars, lectures and workshops
- individual company information and database searches
- a customer computer workplace in the information centre
- the Chamber's business magazine
- the electronic newsletter service "IHK Aktuell"
- circulars
- over 250 leaflets and brochures
- IHK on the Internet: [www.stuttgart.ihk.de](http://www.stuttgart.ihk.de)

As a trade association, service provider for companies and intermediary between the state and business, the Chamber of Industry and Commerce of the Stuttgart region (IHK) has a broad range of responsibilities covering all kinds of different areas. And everyone benefits – the member companies, the state and society in general.

This practical brochure aims to give you an insight into the various areas of work carried out by the Chamber. In sixteen episodes Ingo Hugo Kaufmann will take you through a selection of issues arising during the course of a business and show what the IHK can offer in the way of information and for solving problems.

Of course, we cannot cover everything in this short publication and it is no substitute for a personal discussion with us. If you have any further questions, do not hesitate to call us. We would be glad to advise you.

## 1. Education and training

Services offered by the IHK in professional education and training

- modernising in-company training
- development and information about new professions
- developing additional qualifications tailored to requirements and talents
- supervising education from enrolment to the final examination
- ascertaining the suitability of education and training centres
- advice for training companies and trainees from IHK training advisers
- conducting complementary inter-company education and training measures
- holding mid-course, final and additional qualifications and retraining examinations
- mediating in conflicts between companies and trainees (IHK arbitration committee)
- advertising for additional traineeships
- publishing training places and company placements in the education and placement atlas APA ([www.apa.ihk.de](http://www.apa.ihk.de))
- promoting talent, awarding IHK scholarships
- equivalence of foreign examination certificates

## The key to a career



"First you wanted to work in a bank and now you want to do 'something technical'. You're going to have to make your mind up soon - why not go to the IHK and look in their traineeship file?" Ingo Hugo Kaufmann and his parents are concerned. The son doesn't know what he wants to do and doesn't even know where to find a training place. The IHK traineeship file makes everything clear. It contains information about jobs and tells you which companies offer training for which professions. The training database, where companies from a wide variety of sectors present their training offers, also makes things clear. And so Ingo Hugo Kaufmann finds a company that provides him with training to become a retailer.

## 2. Ongoing training

Services of the IHK on the area of ongoing training

- providing advice and information about ongoing training opportunities and examinations
- developing offers of ongoing training tailored to requirements
- organising and conducting recognised ongoing training examinations for Bachelors (CCI), master tradesmen and Masters (CCI)
- organising and conducting trainer aptitude examinations
- conducting seminars, courses and lectures for advancing in and adapting to the jobs market

### Lifelong training



Ingo Hugo Kaufmann wants to put his professional future on a solid basis. He passes the course preparing him for the IHK ongoing training examination to become a "Certified Bachelor of Commerce (CCI)". For two and a half years he attends evening or weekend events and learns all that is needed for a successful career in the retail industry. After 500 lessons he finally manages it, and with the IHK certificate as a recognised quality standard, Ingo Hugo Kaufmann can look forward to good job prospects.

### 3. Start-ups

The IHK advises prospective business people about issues such as

- personal requirements
- systematic and independent corporate planning
- business registrations and required permits
- market and site location issues; marketing
- legal forms and company names
- taxes, social insurance and accounting obligations
- capital requirements and procurement, grants and subsidies, public funding and advice assistance

Further services for start-ups

- IHK start-up and IHK cooperation databases with offers and requests concerning business start-ups and cooperation
- address lists and company information, database searches from the IHK company information system
- start-up seminars
- statements on activities requiring permits
- statements on applications for loans and securities with public banks
- contact with the foreign citizens authority in arranging permits for applicants from non-EU countries (foreign citizens applications)

## Who dares wins



Who doesn't want to be his own master? Ingo Hugo Kaufmann also dreams of the "great freedom" of being an independent businessman. In seminars and consultation sessions with the IHK he learns everything that is necessary for the successful start of a new company. After six months the point has come - Ingo Hugo Kaufmann opens his own business.

### Services of the IHK in the area of business law

- suggestions and statements about planned guidelines, laws and directives of the European Union, the German Federal Government and the federal states
- legal information, particularly about commercial and competition law, industrial, contract, corporation and company law, European law, data protection, industrial property law and labour law
- seminars and information brochures about specific legal issues
- appointing and certifying experts and publishing the IHK directory of experts
- statements on entries in the commercial register
- statements on insolvency procedures

## The respectable businessman's manual



Ingo Hugo Kaufmann's business is doing excellently well. He now has three employees and is heading towards a turnover of two million Euros. Now he wants to present himself as a "company" and have his business entered in the commercial register. At a consultation session in the Chamber he even learns that such an entry is necessary owing to the size of his business. The IHK provides him with information about the procedure for entry into the commercial register and the various types of company formation. He also has the company name he has selected checked to see if it is permissible.

## 5. Commerce and services

Services of the IHK in the area of commerce and services

- work on creating an attractive and lively inner city area and involvement in city marketing
- information and advice about issues of wholesale and retail as well as commercial agencies
- examining the entitlement to clearance sales and the announcement of temporary warehouses and auctions
- examining expert knowledge in the trade of freely available medicines and firearms
- information and events on the legal requirements of advertising measures
- work to ensure fair competition
- arbitration board for settling competition disputes
- strengthening the Stuttgart region as a location for service companies
- promoting the outsourcing and cooperation of service companies
- IHK databases for technical service providers and business consultants
- briefings for the hotel, catering and security industries

## Yes to competition, but in line with the rules



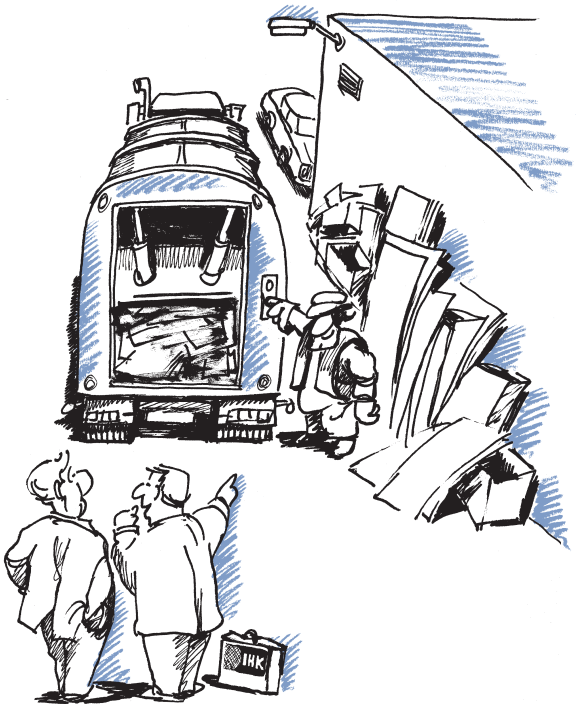
Ingo Hugo Kaufmann wants to increase his turnover and therefore reduces his prices drastically. However, competition law is complicated and is giving him a headache. What are "astronomical prices"? And which rules are to be obeyed when reducing prices? The specialists at the IHK help him find his way through the red tape. They act as "scouts" and quickly clear the bureaucratic hurdles so that Ingo Hugo Kaufmann can carry out his sales-promoting activities both in line with the rules and to his own satisfaction.

## 6. Environmental protection

Services of the IHK in the area of environmental protection and the energy supply industry

- advice on issues concerning company environmental protection, the implementation of new standards and limits in immission and water conservation, avoiding and recycling remainders and waste products as well as the implementation of the new directives
- support with problems with the supervisory and approving authorities
- statements on draft bills
- proof of manufacturers of environmental conservation plants, waste disposal and recycling plants and consultancy and planning companies
- IHK recycling database with offers and requests concerning remainders
- entry into the environmental audit register
- work to ensure affordable and secure energy supply for industry
- information about adaptations and changes in national and European law governing environmental conservation and energy
- advice on subsidy programmes in the area of environmental protection and energy

## Reconciling economy with ecology



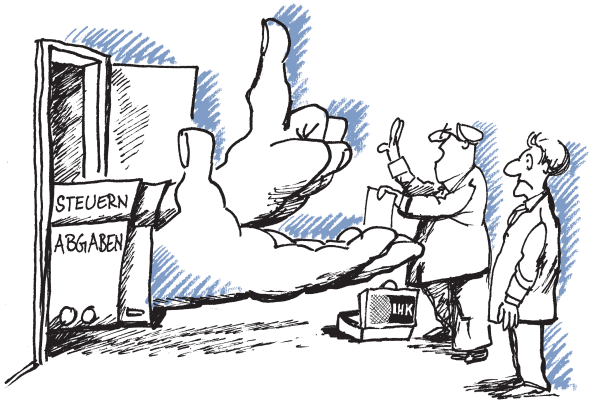
Ingo Hugo Kaufmann deals with elaborately packaged entertainment electronics. His customers want to return the packaging to him, but what is he supposed to do with all the bulky cardboard boxes and where should he take them? The IHK informs him about the packaging directive and its application and familiarises him with Germany's dual system ("the green dot"), enabling Ingo Hugo Kaufmann to dispense with complicated individual obligations concerning the return of waste packaging.

## 7. Taxes and finances

Services of the IHK in the areas of taxes and finances

- information about current changes to taxation law and information concerning tax issues
- statements on changes to the tax laws with respect to local authorities, the federal states and the government
- information about sales tax regulations in the EU internal market
- information about foreign taxes and double taxation agreements
- information about public funding assistance; IHK subsidy database
- statements on applications for the granting of public loans, securities and aid packages
- proposing tax-court judges
- annual analysis of budget plans for selected towns and local authorities

## Fighting the tax burden



Ingo Hugo Kaufmann is buckling under the burden of taxes and duties, which is particularly high in the local authority where one of his branches is. He is even afraid he may have to close the branch in the long term. Together with other companies he presents his concern to the IHK. The Chamber holds detailed discussions with the local politicians, explains to them the consequences of an excessive taxation policy for competition in the area, demonstrates possibilities for savings and mobilises public opinion for the justified interests of the taxpayer.

## 8. Transport

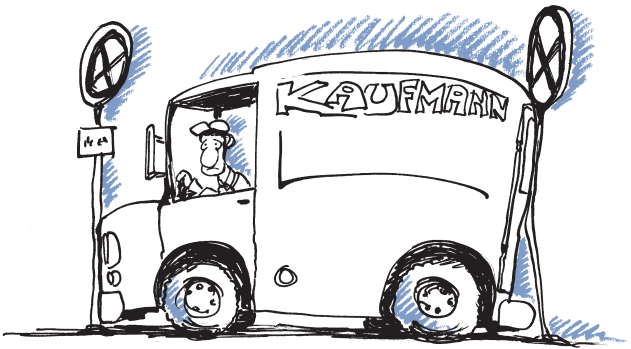
Services of the IHK in the area of transport infrastructure

- statements on issues concerning transport infrastructure to the government and administrative authorities
- promoting modernisation of the transport routes and attractive offers in local public transport
- dealing with development planning issues and examining their impact on transport

Services in the areas of freight and personal transport as well as the transportation of dangerous goods

- statements on approval applications in the personal and freight transport industry
- examining specialist aptitude in the personal and freight transport industry
- recognising courses for dangerous goods drivers and dangerous goods officers
- testing dangerous goods drivers and officers, issuing appropriate certification
- advice on the transportation of dangerous goods

## Mobility is indispensable



Ingo Hugo Kaufmann often has to deal with problems finding parking spaces near his business or on site at his customers' companies. He is wasting both time and money because of this. As other traders and service providers are affected by this, the Chamber lobbies strongly at a political level against obstructions to business transport and for the creation of additional delivery parking space.

## 9. Trade fairs and exhibitions

Services of the IHK in the area of trade fairs and exhibitions

- promoting the Stuttgart region as a trade fair location
- work in assisting the establishment of trade fairs, markets (special, annual and weekly markets) and exhibitions
- information about regional, national and international trade fairs and exhibitions
- the sale of trade fair tickets and catalogues
- involvement with joint stands of the federal state of Baden-Württemberg
- representing German industry at international trade fairs

## Observing the market to achieve economic success



Ingo Hugo Kaufmann wants to find out about innovations on the market. He is thinking of visiting a trade fair. At the Chamber of Industry and Commerce in Stuttgart he learns which trade fair would be suitable for him. He also receives a trade fair ticket there, saving him long waiting times at the cash desk at the fair. So he can pay a stress-free visit to his exhibition.

## 10. Foreign trade

### Services of the IHK in the area of foreign trade

- information and advice on political, economic and legal framework conditions in individual countries
- advice in dealing with export and import businesses as well as foreign investments and joint ventures
- support in seeking trading and cooperation partners abroad
- information about trade fairs abroad
- information and advice on foreign trade promotion and funding
- advice on customs procedures and preferential agreements
- information about embargos and export regulations
- issuing carnets ATA
- issuing certificates of origin and certification in foreign trade transactions
- sale of foreign trade forms
- foreign trade events such as company cooperation discussions, seminars and lectures
- EU information centre

## The world is your oyster

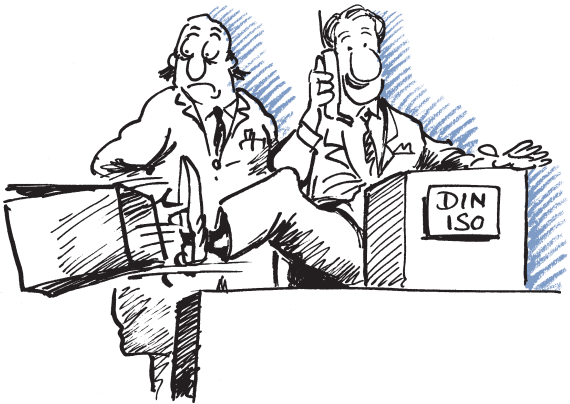


Ingo Hugo Kaufmann is planning to export goods to Asia. He just wonders how. He doesn't want to get caught up in all the red tape, unknown regulations and unfamiliar mentalities. The IHK supports him in coping with EU export and international import regulations, searching for suitable trading and cooperation partners and informs him about legal conditions and customs regulations.

Services of the IHK in the area of innovation and new technologies

- information on the state of the art and new trends in the technology sector
- arranging contacts with external partners for research and development projects
- transfer of technology by passing on patents and licenses
- information and advice concerning quality assurance and certification according to DIN ISO 9000 ff.
- advice on patents and licenses
- advice on subsidy programmes for research and development
- arranging venture capital through the IHK investment database

## Putting performance to the test

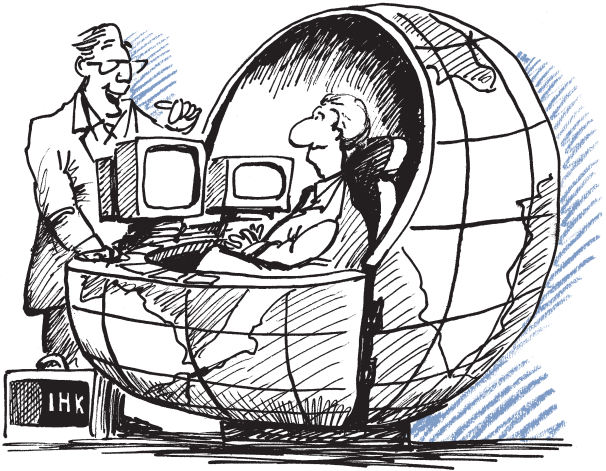


Ingo Hugo Kaufmann is in a dilemma - two suppliers are offering him similar products at virtually the same price. What should he do? Supplier number two is stressing that his company has a quality management system according to DIN ISO 9000ff. Ingo Hugo Kaufmann makes inquiries at the Chamber about what such a quality certification actually means. Then the decision is easier for him and he gives supplier number two the go-ahead as he now knows that quality with this manufacturer means more than just final inspection of the products.

Services of the IHK in the area of multimedia and the Internet

- advice and information on electronic business (Electronic Commerce Centre ECC at the IHK premises)
- advice and information on security measures in the area of information technology
- arranging contacts with external service providers
- presentation of best practice examples
- Internet guides and checklists

## Networks and surfers



Ingo Hugo Kaufmann would like to exploit the opportunities of modern telecommunications and present his company on the Internet. However, he soon realises that it isn't as simple as he thought without expert guidance in this medium. So he takes up the IHK's offer to visit the Internet conference, where he can gain detailed information about this subject. The company information system also provides him with important addresses of multimedia companies in the Stuttgart region that may be useful for him in setting up a website. At his first IHK consultation session about electronic business Ingo Hugo Kaufmann learns how to tap into new areas of business with the Internet.

## 13. Development planning

Services of the IHK in the area of regional development planning

- assistance in site location surveys and the allocation of new business premises
- advising companies in selecting site locations, information about business premises and rent prices
- acting as an advocate of public interests for industry in land use, development and regional planning
- statements concerning planned legislation and directives

## Paving the way for the future



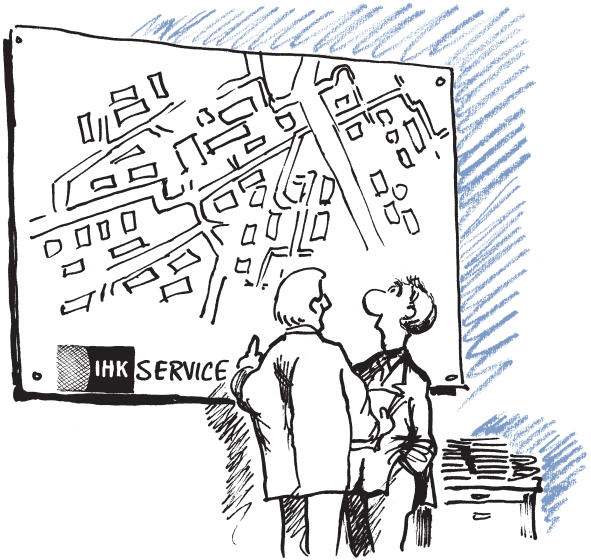
Ingo Hugo Kaufmann's business is situated in an area for which the council wants to change its development plan. In order that his suggestions and concerns are considered at an early stage, the Chamber sets up a committee with Ingo Hugo Kaufmann and other interested parties affected by the plans as well as with city planners and local politicians. The results of this committee are included in the IHK statement about the development plan with respect to policy and administration.

## 14. Economics and statistics

Services of the IHK in the area of economics and statistics

- quarterly economic surveys and reports about the economic situation and development in the Stuttgart region and in Baden-Württemberg
- information about the regional labour market
- site location analyses and reports for the Stuttgart region and the federal state of Baden-Württemberg
- statements and proposals concerning the future development of local authorities and the region
- annual statistics brochures with regional economic and structural data
- information on an individual basis concerning economic data, sector and market indicators

## Figures, facts and background information: Assistance for companies in making decisions



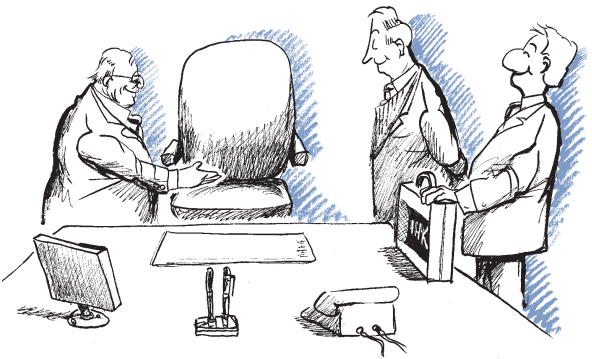
Ingo Hugo Kaufmann wants to open a branch, but he's racking his brains about which the best site is. He has a consultation at the IHK and learns about the economic structures and purchasing power situation in the Stuttgart region. He finds out about site location factors such as population and employment figures, the composition of the industrial sectors and the economic power of the region and the federal state. He also receives the latest economic data. With all the market information at his disposal, he no longer finds it so difficult to decide which site to choose.

## 15. Ownership succession

Services of the IHK in the area of ownership succession

- general information and advice on the areas ownership succession and financing
- information and advice on legal, tax and economic aspects related to the ownership succession
- individual advice for owners and their successors
- IHK cooperation database and IHK succession database help finding cooperation partners or successors
- the "Starter Center" advises start-ups taking over a company's ownership
- statements on applications for grants and subsidies
- arranging contacts to independent consultants

## Avoiding quarrels over money



Ingo's father is quite proud of his son's entrepreneurial qualities. He wants Ingo to become his successor in the family business. They arrange a meeting with a representative of the IHK who offers assistance in all aspects of ownership succession - for instance in how to plan the change or how to analyse the companies situation and assets. The IHK also informs Ingo Hugo Kaufmann and his father about relevant tax aspects related to the ownership succession - a good way to avoid future disputes over the inheritance.

## 16. Working with us

The companies in the region actively steer the work of the IHK through their input in the official bodies of the Chamber

- the presidium: consists of the president and 20 other members, including the presidents of the six district chambers and their deputies
- the general assembly: "the parliament of business" consists of up to 120 elected representatives from companies, about two thirds of which are from the district assemblies of the six district chambers; the general assembly has the power to lay down guidelines and make policy decisions
- the district assemblies: elected representatives from companies in the Chamber's districts of Böblingen, Esslingen, Göppingen, Ludwigsburg, Nürtingen, and Rems-Murr
- the committees: bodies appointed by the general assembly made up of businessmen and women and dealing with various issues; the work of the committees flows directly into the daily work of the Chamber
- working parties on current economic and regional issues in which businesspeople exchange experiences, organise joint events and support the Chamber in projects

## Contributing to economic policy making



Ingo Hugo Kaufmann doesn't just want to take advantage of the IHK's services, he wants to contribute to the Chamber's work himself. He therefore stands as a candidate for the general assembly and is successful in getting elected. In this "IHK Parliament" he represents the interests of his sector of industry and small and medium-sized companies. In addition, he supports sound and prudent budget management for the Chamber and helps to avoid an unnecessary burden on the members.

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**Chamber of Industry and Commerce Stuttgart**

Jägerstrasse 30, 70174 Stuttgart  
Postfach 10 24 44, 70020 Stuttgart  
Telephone +49 (0)711 2005-0, Fax -354  
www.stuttgart.ihk.de  
info@stuttgart.ihk.de

**District Chamber Böblingen**

Steinbeisstrasse 11, 71034 Böblingen  
Telephone +49 (0)7031 6201-0, Fax -60  
info.bb@stuttgart.ihk.de

**District Chamber Esslingen**

Fabrikstrasse 1, 73728 Esslingen  
Postfach 10 03 47, 73703 Esslingen  
Telephone +49 (0)711 39007-0, Fax -30  
info.es@stuttgart.ihk.de

**District Chamber Göppingen**

Franklinstrasse 4, 73033 Göppingen  
Postfach 6 23, 73006 Göppingen  
Telephone +49 (0)7161 6715-0, Fax +49 (0)7161 69585  
info.gp@stuttgart.ihk.de

**District Chamber Ludwigsburg**

Kurfürstenstrasse 4, 71636 Ludwigsburg  
Postfach 609, 71606 Ludwigsburg  
Telephone +49 (0)7141 122-0, Fax -235  
info.lb@stuttgart.ihk.de

**District Chamber Nürtingen**

Bismarckstrasse 8-12, 72622 Nürtingen  
Postfach 14 20, 72604 Nürtingen  
Telephone +49 (0)7022 3008-0, Fax -30  
info.nt@stuttgart.ihk.de

**District Chamber Rems-Murr**

Kappelbergstrasse 1, 71332 Waiblingen  
Telephone +49 (0)7151 95969-0, Fax -26  
info.wn@stuttgart.ihk.de

