

LARS HILSE

web strategist | speaker | social networker | entrepreneur

EVENT INFORMATION AND BACKGROUND

Several of the APAC based companies Hilse and his companies have worked with in the past, especially from India, have told him about the hard time they were experiencing upon acquiring business on the European markets.

He thus decided to gather the problems the companies he worked with were telling him about and worked on solutions for the same. Based on the results and his research of the information by the companies from the Asian-Pacific region along with his in depth talks with companies in the "Western World", he has created a "cultural training" which will commute European culture and the European ways of doing business to it's participants.

ABOUT LARS HILSE

Lars Hilse is was born on May 31st, 1979 in a small town between Hamburg and the Danish border in the very north of Germany. While growing up there most of his life his father, a professional soldier for the Bundeswehr (German army), was stationed to Anniston, Alabama, USA in 1989. During his four year stay there, Hilse not only learned English as his second mother tunge, but also about the North American culture and which issues can arise from different cultures.

After returning to Germany in 1993 and having completed his primary school, Hilse started a vocational training as an insurance merchant in 1999. He ascertained his degree after 3 years and then specialized in corporate and industrial risks for AXA Germany where he negotiated several, mentionable skeleton contracts.

In 2006 he followed his lifetime passion, the internet, and founded Deutsche Webdesign which utilized several great companies from the APAC region for production purposes. Because of Hilse's background in the customer-relations -heavy insurance sector and his vast knowledge of the international markets the company specializes not only in web design but also in unique, e-based customer care concepts and solutions for internet based companies and those that are in international trade (internationalization issues). The business model he implied was so successful that shortly after launch Hilse's first venture served clients from Europe, North- and South America, the Middle East and even Asia.

Since he is a believer in mass collaboration and sharing the knowledge he ascertained prior, Hilse's primary interest shifted in early 2008 and he quickly became a highly recognized consultant for companies trading online and offline,

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social networks and other verticals relying upon the internet. Upon this shift he was invited to speak at several events, especially expos and web casts and has since consulted a variety of web companies around the globe, amongst others on how to improve their web designs to appear more appealing to a broader audience and keeping the "elderly" web users in mind.

WHAT IS THE VALUE OF THIS EVENT FOR IT'S PARTICIPANTS?

A high percentage of APAC based companies focuses on the North American markets while the European markets are far more interesting. Europe offers a tremendously wealthy economy and holds several outsourcing opportunities which can only be acquired utilizing the right instruments.

An example: the average hourly rate of a junior PHP developer ranges anywhere from 35,-- EUR/53,-- USD (eastern Europe) up to 120,-- EUR/183,-- USD (western Europe) and above in selected regions. Furthermore, a vast majority of companies based in Europe have not realized the value of a website and associated instruments or are scared away by the high prices associated to an adequate presentation on the internet, offering even more opportunities for APAC based companies.

These figures outline that Europe's costs for labor are exceptionally high and the consequences associated to that. And by the European Union opening it's gates towards the east, the prices for the workforce in countries like Poland, Czechoslovakia, etc. is also on the rise and will - within the next five years - have similar standards to those of the west.

WHERE IS THE DIFFERENTIATOR TO OTHER EVENTS LIKE THIS?

Unlike other "cultural trainings" out there this event is based not only on scientific research but also on the exchange with a wide variety of (web) firms throughout Europe and North America and the difficulties they have experienced as well as the problems which have been revealed by the APAC based firms Hilse, one of the world's brightest (web-) business strategists, has talked to. This differentiator will not only result in in depth and factual information about the markets and how they are set up, but also turn away from theoretical knowledge associated to this.

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WHO IS THE EVENT INTENDED FOR?

This event is intended for all executive level employees, sales staff (account and key account), and all other personnel involved in international correspondence. It is not focused on one, but towards a majority of business verticals. If you need individual consulting please see the "individual consulting" section below.

WHEN WILL THE EVENT TAKE PLACE?

November 14th - November 30th, 2008

WHERE WILL THE EVENT BE HELD?

1. The Leela Palace Kempinski, Bangalore or
2. The Goethe Institut, Bangalore

If you wish to have a hotel room in the Leela Palace please contact me as we have negotiated special room rates!

WILL IT ONLY BE IN BANGALORE OR IN OTHER LOCATIONS ALSO?

If you generate a group of 30+ attendees for your city/town/company please contact Lars Hilse in advance as we will set up a dedicated seminar for you at your location.

I WANT TO EXPAND TO EUROPE. CAN I GET INDIVIDUAL CONSULTING FOR MY COMPANY?

Yes you can. On-site and individual consulting for your company will also be available during Hilse's stay in India. If you have a request please contact Lars Hilse for further details A. S. A. P. Appointments are limited so first come first served basis applies.

HOW LONG WILL THE EVENT TAKE?

The event's duration is one day. Due to quality reasons there is a limit of 45 attendees per day.

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WHAT AM I GOING TO LEARN?

The content will cover several approaches to make generating business in Europe easier for APAC based companies.

Among the variety of topics covered there will be information about

- cultural differences between the APAC region and Europe
- the pros and cons when it comes to comparisons to eastern European companies
- short- and long term measures to improve business
- differentiation between free measures and ones that require an investment
- group activities to work out certain tasks to increase dynamics of the event
- and much, much more

CONTACT INFORMATION

You can contact Lars Hilse through the following channels:

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Event Website

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