

**Fifth Annual Evaluation and Retreat (2005)**

in Alzenau / Bavaria, Germany 16th and 17th of December

Macroeconomic and Industrial Benchmarks for Emerging Markets in Central and Eastern Europe; Matchmaking for Traditional SME

**Topics**

This fifth retreat concludes five years of humble and global work of Spelleken Assoc., Alzenau. As the title of this event says, the purpose is to evaluate the past experience, to discuss innovations and to take a breath for the future.

There are two key issues to be discussed in this event:

**Macroeconomic and Industrial Benchmarks for Emerging Markets according to their EU-Status:** There is a crucial difference between European Countries being or not being a member of the relevant free trade agreements (EU in Europe and NAFTA in the Americas). Within the regional portfolio of our organisations and esp. South-East-Europe, such border distinguishes the countries of the Balkans and the CIS (Former Soviet Union). Does this border influence customs, investment and labour conditions in a homogenous way? Can we match inner and outer EU-countries in an integrated approach? Can we anticipate the long-term wages for sustainable production strategies?

**Matchmaking for SME especially Crafts Enterprises (so called Handwerk) in Central and Eastern Europe: Can SME with a strong traditional background benefit from the open European Market?** Which of our partner search and mesoeconomic matchmaking do help small industries to expand their supply chain and eventually their distribution? Can we navigate globally using a set of scientific ratios such as clusters, supply-chains etc.?

**Programme****Friday, 16th of December 2005(Opening)**

12:00 Office  
 - Strategies and Action Planning for Country Partners re Internal Projects (eg. Matchmaking for Metal, Non Food)  
 18:00 Toast  
 - Reception and Toast at Spelleken Assoc. / 63755 Alzenau-Michelbach, Zum Simmig 13  
 19:30 Dinner

**Saturday, 17th December 2005**

**9:30 Evaluation Seminar**  
 Reports from the Countries  
 - Sergiu Ghetiu, Moldova  
 - Cris Virgil Nemes, Romania  
 - Ivan Babacev, Serbia & Montenegro  
 Special Guests  
 Brief Projects Report  
 - Industry Projects (Henkel, Rolls Royce, Xella)  
 - Business Promotion Projects (BMW, LGH, PPP)

**12:30 Lunch**  
**13:30 Walk through the Michelbach Vineyards**  
 Working Groups

- industrial benchmarks for emerging markets
- matchmaking for SME esp. in crafts (Handwerk)

Moderation: Cris Nemes, Sergiu Ghetiu, Ivan Babacev  
 Lunch at the Place of Seminar



**Plenary**  
 Conclusion at about 17:00  
 Moderation: Hans-Gerd Spelleken

**Lodging Information**

Typical rural hostel at the place of pilgrimage  
**Zum Grünen Baum**  
 Michelbacher Str. 21  
 63755 Alzenau / Kallberau  
 Tel.: +49 6023 2743  
 Fax: +49 6023 2737  
 Single room 46 € (incl. Breakfast)  
 Double room 70 € (incl. Breakfast)

and our recommendation:

Scenic classical hotel in Alzenau-Michelbach itself  
**Landhaus Herrnhöle since 1891**  
 Herrnhöle 4  
 63755 Alzenau / Michelbach  
 Tel.: +49 6023 5080  
 Fax: +49 6023 3313  
 Single room 55 € (incl. Breakfast)  
 Double room 70 € (incl. Breakfast)



Travel costs on the spot will be covered for country partners. Preliminary reservations are appreciated till 27th of November 2004.

**How To Find Us**

Nach Alzenau:

- Aus allen Richtungen zur Autobahn A 45 (Sauerlandlinie)
- Ausfahrt Alzenau Nord: dann Richtung Alzenau
- Nach ca. 5 km an der großen Kreuzung in Michelbach nach links abbiegen Richtung Gelnhäusen, Albstadt

**List of Invited Persons (Selected)**

Name	Organisation	Country
Kampen, Christian	Kreditanstalt für Wiederaufbau	Frankfurt / Germany
Windscheidt, Bernd	InWent Internationale Bildung und Entwicklung	Köln / Germany
Fitza, Joachim	Bundesministerium für Wirtschaft und Arbeit	Berlin / Germany
Mertens, Marcus	Xella International	Duisburg / Germany
Kaufmann, Dr. Jochen	Henkel Bautechnik International	Düsseldorf / Germany
Rittmann, Heinz G.	Baugewerbliche Verbände	Düsseldorf / Germany
Lau, Jürgen-Johannes	Landesgewerbeförderstelle des Handwerks	Düsseldorf / Germany
Krzyzak-Zeller, Reiner	Roediger Vakuum- und Haustechnik	Hanau / Germany
Steffen Hentsch	Rolls-Royce Motors, Ltd. & Co. KG	Oberursel / Germany
Möller, Detlef	Authentix	Moers / Germany
Martsch, Siegfried	Martsch Consulting	Arbil / Irak
Nemes, Christian	Primus Management Consulting	Timisoara / Romania
Ivan Babacev	ABBA Consulting	Belgrad / Serbia & Montenegro
Ernst-Thilo Roetger	Frecon Business Consultants	Hamburg / Germany
Sostmann, Axel	DSP Consulting	Türkei / Afghanistan
Cerrato, Pedro	Nortel Networks	Frankfurt / Honduras
Spelleken, Hans-Gerd	Spelleken Assoc.	Alzenau / Germany
Tanja Leseckamm	Spelleken Assoc.	Alzenau / Germany