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Offshoring in Germany/Europe (25th of October 2005)

The presentation will be mostly about offshoring activities in Germany, with some general statements also regarding other Western European countries.

It has been difficult to find solid data since offshoring is an even younger issue in Germany/Western Europe (without the UK) than in the US.

It will be interesting to see what countries do that don't speak English, to where they offshore or "nearshore" and which alternatives they seek to remain competitive with the US at low costs.

In order to understand Western European issues (especially those of France, Germany, Italy...) the presentation will give an overall introduction into some German macro economic problems (partially representative for France and Italy as well) and introduce a new term which is called "shared services"– for many European countries used as an alternative or an additional strategy to offshoring.

If there will be time left, I have prepared some slides to explain the "shared services" strategy more in detail, giving examples of my former company BASF that implemented HR shared services in 2004 and has now become benchmark partner for the top 50 German companies.

Literature (see attachments):

Mc Kinsey report on France and Germany,
AT –Kearney report on shared services from 2004

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