

July 2016

Dear (former) interns,

This year's first "What'S uP" Newsletter focuses on
Multiculturalism at Schlegel und Partner.

You can find out about SuP's corporate culture as well as about intercultural communication in general and how it is practiced in daily worklife.

SuP is pleased to announce the foundation of the "Agribusiness and Resources" Department that focuses on the growth markets of agriculture, food processing as well as the exploitation and utilization of resources, e.g. oil, gas, metals and natural resources.

Current news, i.e. sport events, conclude this newsletter.

We hope you enjoy reading it. A great thank you to Stefan, Marco, Bernadetta, Maren, Nikola and Carina who contributed to this newsletter.

Sincerely yours,

The Schlegel und Partner Team

Your Market Insighters®

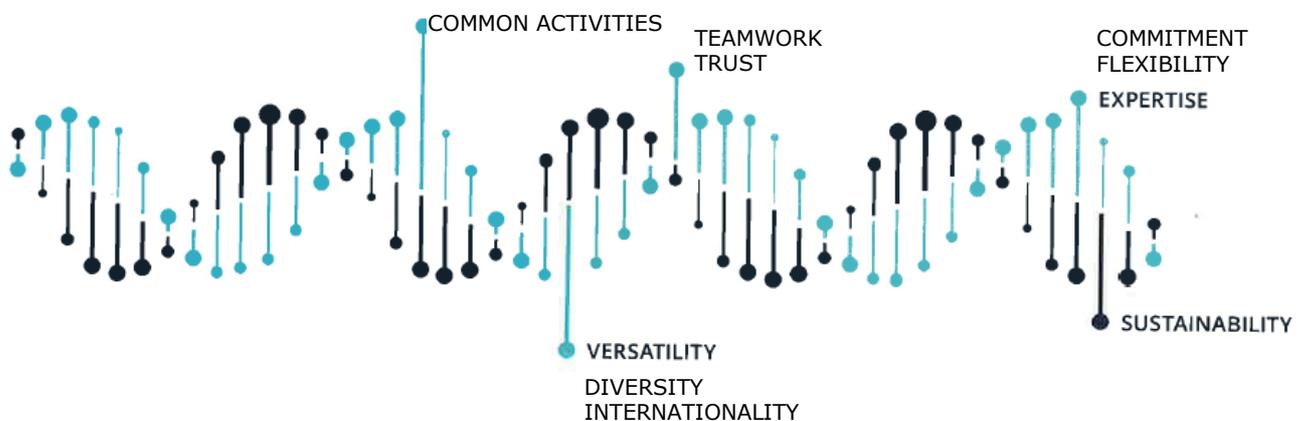
„What’S uP“ – Newsletter Summer 2016

Multiculturalism at SuP

The SuP Corporate Culture

Just like every country has its own culture and unique traditions, companies have their own culture as well. The corporate culture motivates employees and gives them a sense of contributing to a greater plan. In other words, corporate culture is about people who are committed to shared goals and ideas.

This is what several employees define as the most important and unique values for the SuP Corporate Culture:



SuP lives a culture of partnership



Partnership

David F., like other employees, is aware of the source of SuPs strength: *"Corporate culture at SuP means to work as a team and not as a bunch of individuals in order to deliver the best results for our customers"*. The feeling of partnership between colleagues is noticeable; not only in their statements but also in the way they work.

SuP lives a culture of enthusiasm



Enthusiasm

Everybody's birthday will be celebrated together. A bouquet for the birthday person with everyone congratulating is part of SuP's tradition. Because the SuP team spends a considerable part of its day at the company, common activities are important. Heidi L. sees them as a necessity *"for a good working atmosphere"*. These include getting together for meals, SuP-Trips, Christmas celebration and sport events. This enthusiasm is also reflected in our project work.

SuP lives a culture of versatility



Versatility

On the one hand, a culture of diversity means that international colleagues contribute to the team with their individual knowledge as well as their unique and cultural experience. On the other hand, diversity entails putting the cultural and intellectual mosaic together in order to achieve shared goals.

Therefore, a strong emphasis is put on respect for each other and on each other's idea which leads to strong and productive teams working on diverse international projects.

At home all over the world

Intercultural communication at SuP

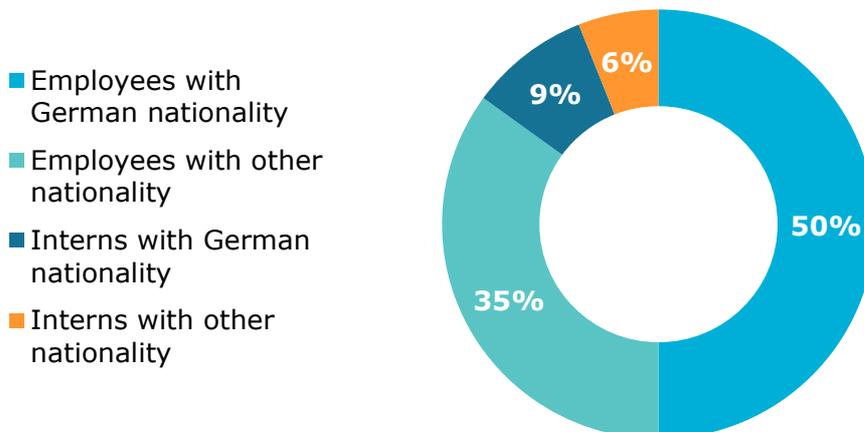


According to the Language Network for Quality Assurance of the European Union, intercultural communication can be defined as the "situated communication between individuals or groups of different linguistic and cultural origins." To achieve that, first the language barrier has to be overcome. The second step is to communicate by accepting and appreciating the cultural background of the conversation partner.

Here at SuP we are proud to have team members from every corner of the world. By embracing our international culture and by working together with international companies we are broadening our horizon every day.

You would like to get an insight into cultural differences?

At SuP you do not have to go abroad to find out more about them, you can experience an international culture right away while working together with your colleagues.



Funny experiences in interviews

"It is typically ..."



... **German** to be direct and professional. Germans like to get to the heart of the matter.



... **American** to not pick up the phone. A voicebox again. They tend to have meetings in the middle of interviews.



... **British** to be very polite when talking to people. Please and thank you are the most important words.



... **Russian** to feel honored being chosen for a call from Germany.



... **Spanish** to speak so fast that you cannot understand a thing. They are never available after the lunch break for their siesta.



... **Italian** to talk a lot about everything else than what you would like to know. They tend to go off topic which is why one needs time for an interview.



... **Japanese** to not directly give information. It takes a certain lead time for a personal contact.

Opening New Horizons



"Agribusiness and Resources" NEW SuP department meets the needs of contemporary markets

Sustainability In April 2016, we founded a new department emphasizing **sustainability** as an important SuP value: Agribusiness and Resources. Dr. Thorsten B. is head of the new department and says *"we are ready to address all the questions our clients have and are specialized in calculating the worldwide market for raw materials, identifying the best regions with the highest growth potential and the best distribution partners."*

SuP – a sporty company

Our own European Championship

Several weeks prior to the beginning of the European soccer championship in France, a SuP table soccer tournament was organized. Teams were drawn inter-divisionally and made up of a team captain and a natural talent. There was no Olympic ambition but the taking part that counted. After some thrilling matches, an excited crowd was able to watch the final game after the SuP academy on a Friday afternoon. After a high quality match David F. and Antonia H. won against Ahmad S. and Dr. Thorsten B. The winning team received a great trophy! But there were also some consolation prizes for the other starters as well.



Right in time for the football championships in France, everyone was called up to take part in a "betting-for-fun"-community. Lots of people took part and it was a fun and head-to-head competition, with changing leaders all the time. Especially an Indian better, whose national sport actually is cricket, surprised everyone with great soccer knowledge and many points.

19 Schlegels among 16,000



The final sports event to mention is our client's BASF-Firmencup RUN in June. This is an event for local companies and their employees, where the participants run on the five kilometers long Formula One race track in Hockenheim. Nineteen SuP members took part. It was

a fun afternoon and a great opportunity for teambuilding as well. In the picture, you can see the whole group, except for the photographer.

Unbreakable Bonds

SuP connects people and creates a happy and united workforce



It is time again for the **SuP trip!** Once a year we have a two-day teambuilding trip organized by the executive partners. The location is always a surprise for the employees. This year's destination was Speyer. After spending a day with workshops to improve SuP's corporate methods, there was a day of common activities like creative sculpturing,

and visiting the cathedral.

Meat and Eat! Every second Thursday all employees have lunch together. There is a relaxed atmosphere in which employees get a chance to chat with colleagues from different departments.

Welcome to our **English Friday!** Every Friday morning the department "Automotive and Transportation" communicates solely in English. By having this activity, employees are improving their English skills in a fun and interactive way.

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