

PRESS RELEASE



MODERN SOUTHEAST EUROPE

– a Practical Guide from Managers for Managers and Investors

Bucharest, October 26, 2010 – ABB in Romania, Stein & Partner Management Consulting and Siemens Romania have joined Cross-Culture Publishing Frankfurt/Main today for the official launching of the book *MODERN SOUTHEAST EUROPE. A Handbook for Investors and Executives*. The volume is co-edited by Messrs. Peter Simon, from ABB and Werner E. Stein, from Stein & Partner Management Consulting, in collaboration with the author and editor Dr. Susanne Müller, from Cross Culture Publishing, Frankfurt / Main, Germany.

The present volume is the 11th of the *Economy and Culture Series* of books. It shapes the economic and cultural development of some South-East European countries, from Albania to Croatia, also including the two youngest EU member countries Romania and Bulgaria. The book gives answers to questions as the followings: How have Romania and Bulgaria changed, after almost five years of EU membership, now being recognized as mature market economies? How co-operate foreign and local executives? What is the profile of the new type of national managers, new employees and new clients in modern Southeast Europe? How to communicate successfully with Bulgarian, Montenegrin or Albanian partners? Which are business success factors in Croatia, Serbia, Bosnia and Herzegovina or Macedonia? What are the values, feelings and visions of people in all these young independent new states? What is the impact of culture on these new societies?

Top managers who had an active role in the transitional process in Romania and Bulgaria as well as top managers active today in ten countries of Southeast Europe present their business and leadership experience in this book, completed by articles of top experts of economy and culture, thus giving orientation to business and management newcomers.

The book presents the region as an interesting investment destination. Foreign investors, foreign-local joint venture companies of different industrial sectors, as well as local companies delivering services to foreign investors communicate their achievements in the region through this book, motivating in this way possible investors to chose this region for future businesses.

The book presents both the positive sides and the authentic business environment in a realistic manner, with its challenges, traps and risks and gives practical knowledge on how to overcome them. The book contains information on the EU – from the South-Eastern European point of view, the cultural approach in the region, the local investments opportunities and challenges, management style in South-Eastern Europe, success factors and other topics of wide interest.

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Together with the editors, many well-known personalities from the participating countries have contributed to this book with articles on leadership, countries and people, as well as about business and business culture, thus making this book a practical and useful guide – from managers to managers, from investors to investors, from business people to business people.

Cross-Culture Publishing (www.cc-publishing.com), publishing house with seat in Frankfurt/Main, founded in 2004, is dedicated to editions about economy and culture, in particular regarding emerging markets but not limited to such countries. The next volumes to be issued will be *MODERN TURKEY and MODERN SPAIN – also Management Guides for Investors and Executives*. Further titles of this kind will follow, also on demand of companies about countries they are cooperating with or investing in. All volumes of the *Economy and Culture Series* are media of Corporate Communication, in so far open for participation of companies.

Stein & Partner Management Consulting (www.steinandpartner.ro), is one of the leading Executive Search companies in South Eastern Europe, founded in 1994 Bucharest and Sofia, since 2010 present also in Vienna/Austria, Belgrade/Serbia and Montenegro, Zagreb/Croatia and Slovenia and opening offices in 2011 in Istanbul, Budapest and Athena.

ABB (www.abb.com) is a leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. The ABB Group of companies operates in more than 100 countries and employs more than 117,000 people. ABB plays an outstanding role in Romania and Bulgaria, supplying energy efficient state-of-the-art solutions.

Siemens South Eastern Europe (www.siemens.com) is an economic region encompassing 19 countries with more than 230 million inhabitants. In Romania Siemens acts for 105 years holding today leading positions in the Energy, Industry and Healthcare Sectors, while Siemens IT Solutions and Services functions across all three sectors.

For more details, please contact:

ABB Romania
Ioana Oprea – Communication Manager
Tel: 021 310 43 75
Fax: 021 310 43 83
ioana.oprea@ro.abb.com