



Deutsch-Irische
Industrie- und Handelskammer
German-Irish Chamber
of Industry and Commerce



The German Chamber Network 

Questionnaire

- Your cooperation with DEinternational Ireland -

To whom it may concern,

Thank you for your interest in the German Market and the consultancy unit of the German-Irish Chamber of Industry and Commerce.

In preparation for your first complimentary consultation, please fill out the below questionnaire to give us information on your company's background and plans for the German market. The more details you provide, the better we can prepare some initial information for you. When you return the questionnaire to us, we will contact you to arrange an appointment to present our findings and discuss further actions.

You will benefit from a tailored consultation, which will help you decide on the most suitable next steps for your company in the German market. If you are not interested in a consultation, but only in addresses from German companies, it is not necessary for you to fill out this questionnaire. In this case, please send us the respective information and we will come back to you.

We look forward to our future co-operation.

Yours sincerely,

David Parkmann

Head of DEinternational

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Please send your completed questionnaire to: david.parkmann@german-irish.ie

All information will be treated confidentially by our DEinternational team only.



Part 1: General Part

1.1 Basic information

Company name: _____

Address: _____

Website: _____

Contact person: _____

Position: _____

Direct telephonenr.: _____

Direct e-mail: _____

VAT Reg. nr: _____

IHK-Bezirk: _____

Number of employees: _____

Year of establishment: _____

Subsidiary of a ☐ Yes

☐ No

larger holding?

Are you certified by any ☐ Yes

☐ No

body/ies? If yes, which: _____

1.2 Total turnover (Mio. € in the past three years):

2019: ☐ < 0.5 ☐ 0.5 - 1 ☐ 1 - 5 ☐ 5 - 10 ☐ 10 - 50 ☐ 50 - 100 ☐ more than 100

2020: ☐ < 0.5 ☐ 0.5 - 1 ☐ 1 - 5 ☐ 5 - 10 ☐ 10 - 50 ☐ 50 - 100 ☐ more than 100

2021: ☐ < 0.5 ☐ 0.5 - 1 ☐ 1 - 5 ☐ 5 - 10 ☐ 10 - 50 ☐ 50 - 100 ☐ more than 100

1.3 In which business sectors are you active?

1. _____

2. _____

3. _____

1.4 Do you have German-speaking employees in your company?

☐ Yes

☐ No

Part 2: Your cooperation with DEinternational

2.1 What would you like to achieve through cooperation with DEinternational Ireland?

Market entry:

- ☐ Set up a subsidiary or branch in Germany
- ☐ Have your company represented directly by DEinternational
- ☐ Enter the German market for your export business
- ☐ Receive tailored market information and analysis
- ☐ Valuable information and contacts for market entry
- ☐ Find German distributors for your company
- ☐ Provide construction services in Germany and meet all German requirements in the process

Tax and legal:

- ☐ Answers to your questions on German law and the tax system
- ☐ Avoid claim losses or prevent them beforehand
- ☐ Debt collection
- ☐ Have tax or accounting tasks carried out reliably and cost-effectively in Germany
- ☐ Ensure that you meet the requirements of the German tax system
- ☐ Refund VAT paid in the EU
- ☐ Labour law
- ☐ Fiscal representation
- ☐ Payroll accounting
- ☐ Company foundation
- ☐ Legal advice
- ☐ Contract design

Membership & Events:

- ☐ Participate in networking events and make important contacts in Ireland and Germany
- ☐ Meet the decision-makers of the German-Irish economy
- ☐ Participate in our numerous events, such as the Oktoberfest in Dublin, golf tournaments, workshops, seminars, sports events in Croke Park, business pub visits, etc.
- ☐ Individual event planning
- ☐ Membership and Patronage

Recruitment:

- ☐ Recruitment agency
- ☐ Job postings
- ☐ Candidate matching (Interviews und matching to fit through DEint.)
- ☐ Training of employees (Safe Pass, CSCS)



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PR:

- ☐ Be represented in our numerous publications
- ☐ Perfectly tailor your communication to your German target groups
- ☐ Advertising and public relations

☐ other topics:

2.2 Are you interested in current projects of DEinternational concerning the following topics:

☐ Energy efficiency in buildings
Further information:

☐ Micro grids and self-sufficiency in communes
Further information:

Part 3: Businessplan

Brief explanation of your business model and your products/services:

2.3 Field of business:

- ☐ Manufacturer
- ☐ Distributor

- ☐ Service provider
- ☐ Others:

2.4 What are the unique selling propositions of your products/services? What distinguishes your products/services from the competition?

2.5 How are your products/services distributed in Ireland?

- ☐ Sales representatives
- ☐ Inhouse team

- ☐ Wholesale
- ☐ Others:

2.6 Please enter examples or company profiles of your sales partner in Ireland:

Example Partner 1:

Example Partner 2:

Example Partner 3:

2.7 Who are your most important clients/customers?

Example company 1:

Example company 2:

Example company 3:

2.8 What is your focus in terms of customer acquisition?

- | | |
|---|---|
| <input type="checkbox"/> Experience | <input type="checkbox"/> Participation in trade fairs |
| <input type="checkbox"/> Reputation | <input type="checkbox"/> Personal sales conversations |
| <input type="checkbox"/> Online marketing | <input type="checkbox"/> Direct advertisement |
| <input type="checkbox"/> Company website | <input type="checkbox"/> Social Media Marketing |
| <input type="checkbox"/> Others: | |

Part 4: Success Strategy Germany

4.1 How would you like to access Germany as an export market?

- | | |
|--|---|
| <input type="checkbox"/> Establish a branch | <input type="checkbox"/> Acquisition of a local company |
| <input type="checkbox"/> German market will be served from Ireland | <input type="checkbox"/> Distribution partnership |
| <input type="checkbox"/> Cooperation with a local partner | <input type="checkbox"/> Joint venture with a local company |
| <input type="checkbox"/> Found a subsidiary | <input type="checkbox"/> Other, please specify: |

4.2 Which business segments does your target group belong to locally in Germany?

- | | |
|---|---|
| <input type="checkbox"/> Producer | <input type="checkbox"/> Multiplier/ Associations/ Information mediator |
| <input type="checkbox"/> Wholesale | <input type="checkbox"/> End customer |
| <input type="checkbox"/> Importer | <input type="checkbox"/> Employed commercial traveller with: |
| <input type="checkbox"/> Sales representative with: | <input type="checkbox"/> Provision <input type="checkbox"/> Fixed/Provision |
| <input type="checkbox"/> Provision <input type="checkbox"/> Fixum | <input type="checkbox"/> Others: |

4.3 Describe your direct target group:

Which customers do you want to address (sectors, size, region, price segment ...)?

Which customers don't you want to address?

Who suits you best?

4.4 What targets do you have in terms of cooperation with this target group(s)?

Part 5: Market information

5.1 In which export countries are you currently active? (please enumerate)

5.2 Please name some business partners for your export business:

5.3 Have you already received export subsidies from your federal state, the federal government or the EU this year or last year? ☐ Ja ☐ Nein

If yes: what amount (in €)?

	2018	2019	2020	2021
5.4 Export volume worldwide				
Turnover	€	€	€	€
Percentage of total turnover	%	%	%	%

5.5 What expectations do you have for the export business in the future?

5.6 Do you already export to Germany? ☐ Yes ☐ No (go to question 5.8)

	2018	2019	2020	2021
5.7 Export volume in Germany				
	€	€	€	€
Percentage of total turnover	%	%	%	%

5.8 Which of your products do you focus on for your export to Germany?

5.9 Have your products been adapted to the German market?

5.10 What is your budget for your project in €?

5.11 Do your products need certifications / special approvals to be sold in Germany?

☐ Yes, which: ☐ No ☐ I don't know ☐ irrelevant

Further information:

5.12 Have you contacted potential partners in Germany in recent years?

☐ Yes ☐ No

If yes, briefly describe the results:

5.13 Have you conducted a market analysis for your product in Germany?

☐ Yes ☐ No ☐ Planned

Please briefly summarise the results:



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5.14 Please list the most important obstacles you are aware of in Germany with regards to your company's products:

5.15 Do you have company brochures/sales materials in German language?

☐ Yes ☐ No ☐ Planned

Other language/s:

5.16 Please name your quantifiable advantages compared to your competition:

5.17 How do you assess the competition in Germany?

5.18 Please name some of your competitors and their differences in comparison to your products:

Company:	Differences in comparison to your products:

5.19 How did you hear about the German-Irish Chamber of Industry & Commerce and DEinternational Ireland?

I agree that DEinternational Ireland will save the given information in this questionnaire and that a representative of the DEinternational team can contact me. My information will exclusively be used and processed for the purpose of providing a first market consultation and tailoring further DEinternational services. A disclosure of my information to third parties will not occur.

Please provide us with a company brochure (in German language if available)
Thank you very much.

Location, Date

Signature, company stamp

For further questions please contact us at any time:

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