

Euros and Europeans



A BUSINESS PROFESSOR'S PERSPECTIVE ON THE EUROPEAN UNION



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The Trip:



Europe as a Global Player

Seminar for internationalizing personnel in institutions of higher education, politics and the business community throughout the world

**Sponsored by the
Ministry of Education, Science, Youth & Culture Rhineland-Palatinate
Department of European and International Cooperation
www.eu-int.bildung-rp.de**

in

**Brussels and Mainz with a side trip to Strasbourg
June 22-July 4, 2008**

...with funding from the Ferris State Professional Development Committee

European Union Ideals with quotes from various Government Officials' Viewpoint



- **Overriding Ideal #1: No more war in Europe**
“Two world wars on our soil within 30 years’ time – we must do what it takes to make sure this never happens again”
- **Overriding Ideal #2: Consensus among members or no deal**
“Things never seem settled because we are always evolving”
- **Overriding Ideal #3: Unity through diversity**
“The 23 languages are perhaps the most visible symbol for unity through diversity”



Observations on the Most Outstanding Characteristics of the European Union



- A strong single currency – the Euro
- Travel within the Union is as smooth for EU residents as going from state to state in the U.S.
- Unity of and respect among 27 nations – small countries are heard, not bulldozed
- It is important to the EU that the U.S. recognize a United Europe
- “Naming and shaming” is about as far as EU enforcement gets when its members stray from the course

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**THE EURO AND THE EUROPEAN CENTRAL
BANK**

**STYLES OF GOVERNMENT -- EFFECTS ON
BUSINESS?**

IMPORTANCE OF MULTIPLE LANGUAGES

SUSTAINABLE BUSINESS -- JUWI

A VISIT TO BOEHRINGER INGELHEIM

The Euro and the European Central Bank



- Founded June 1, 1998 – key task is monetary policy for the European Union
- Their credo is “centralized decision-making and decentralized implementation” so individual countries’ banks still exist
- Located in Frankfurt -- 1300 on staff from all member states
- English is the only working language but to the outside world they communicate in all EU languages
- 15 of 27 EU countries (318.2 million people out of 500 million in the total EU) now use the Euro; Slovakia will join with the Euro in 2009

The Euro and the European Central Bank



- Individual member states issue Euro coins with their own “backside image” – amount they can issue is controlled by the ECB
- UK and Denmark opted out of the Euro as part of the original treaty
- Sweden got into the union too late to exercise the opt-out clause but they hold out on exchange rate standards to avoid the Euro
- Policy for EU inflation: limited to the average of the three countries with the lowest inflation rate plus 2 percent (now at 4%, however)

Styles of Government -- Effects on Business?



1. **Anglo Saxon** -- minimalistic with strong division of government and society -- like the US

2. **German**-- government at the core of society, regulation of all parts of living, decentralized to the states, strong hierarchy, federalism -- Japan is like this too

3. **French Napoleonic** with a central state-- Paris makes all the decisions – government vs. society

4. **Scandinavian**--mixture of Anglo-Saxon and German

...this material was shared by an official of the Rhineland-Palatinate who left a business and academic career to work for the state...he admits the German system makes innovation challenging



Importance of Multiple Languages



- Culture resides in language
- 23 languages for 27 states (Croatian will be added in 2009 when Croatia joins)
- At European Parliament (Strasbourg) all delegates may debate in their native tongues with simultaneous translation
- Most EU employees must speak at least English, German and French
- If there are no translators around for meetings, no one may speak in his/her native tongue (which leads to some interesting multi-language conversations or an agreement to suspend the rule)

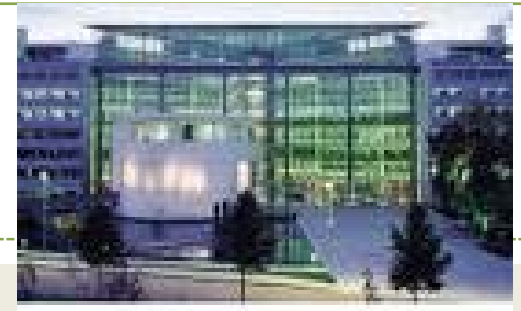
Sustainable Business: Juwi



- Juwi is a small entrepreneurial firm in Germany
- Focus is on sustainable energy such as wind, solar, ethanol-type substances and wood pellets
- Location we visited in Morbach, Germany is where the U.S. used to keep its armaments trained toward the East before the Berlin wall fell
- www.juwi.com



A Visit to Boehringer Ingelheim Pharmaceuticals



- Founded 1885 in Ingelheim, Germany
- 39,800 employees – up from 24,000 in 1996
- Net annual sales about 11 billion Euros
- R&D: 1.73 billion Euros invested annually
- They have been named Germany's best employer 4 times
- They are trying to get German scientists to come back from the US – holding events in California, in German to do so!



Boehringer
Ingelheim

Corporate Values



- Vision: Value through innovation (developing people and improving processes)
- Excellence
- Collaboration
- Lead and Learn – Four Questions
 1. Are we taking the initiative? Passion, urgency
 2. Are we growing together? Diversity, delegation
 3. Are we connected?
 4. Are we getting results?

...they seek interns in science, psychology, engineering, IT and business from all over the world (some German is helpful but not mandatory)

What Boehringer Ingelheim Seeks in Employees



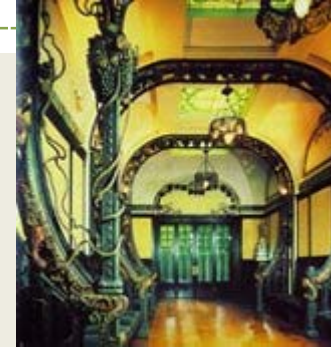
- Curious and willing to learn
- Takes individual responsibility
- Working in teams
- Networker
- Group presentation skills
- Open to different cultures
- Ability to present and explain results
- Ability to handle complexity
- Process thinker
- Creative



Boehringer Ingelheim is a pharmaceutical giant in Germany

www.boehringer.com

A Few EU Opportunities for Faculty



- **Europe as a Global Player 2009**
 - Elfi Thompson (program coordinator) visits Ferris October 25-28 to meet with Michelle Johnston and Dave Nicol among others
 - Check the program web site at:
<http://europa.bildung-rp.de/international-programs.html>
- **Cooperative Ventures between US and EU Universities can yield hundreds of thousands of Euros in EU seed money**
 - Very bureaucratic/lots of paperwork – but could be worth it
 - Something simpler: State of South Carolina has a sister state relationship with Rhineland-Palatinate
 - See me if you would like the info on how to apply for a cooperative venture with an EU university – I will share the how-to documents

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**THANK YOU FOR YOUR
INTEREST. QUESTIONS?
CONTACT ME AT ANY TIME**



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MY BLOG ABOUT THE TRIP RESIDES AT:
[HTTP://SUSANKJONESBLOG.BLOGSPOT.COM](http://SUSANKJONESBLOG.BLOGSPOT.COM)**