

DIE FAMILIEN  
UNTERNEHMER

WE STAND FOR THE  
GERMAN ECONOMY

[WWW.FAMILIENUNTERNEHMER.EU](http://WWW.FAMILIENUNTERNEHMER.EU)



## INTERVIEW

**You have already gained lots of experience working for an association, among others in the executive committee of the Association of the German Chemical Industry e.V.**

**Why now DIE FAMILIENUNTERNEHMER?**

Since 1998, I am active in the association and do not regret a single second. DIE FAMILIENUNTERNEHMER are unique in representing the interests of family-run companies. They are a strong voice for an economy which places the principle of a balance between risk and responsibility at the center of its activities. This long-term entrepreneurial spirit and entrepreneurial action is the core of the family entrepreneur DNA and unites all 6,000 members of the association, regardless of industry sector or annual turnover.

**Politicians like to use the term »family entrepreneurs« in their speeches...**

That's correct. It seems that family entrepreneurs are en vogue at the moment so to speak. I am sure the efforts of the association are a main factor that this issue is firmly anchored in the minds of many politicians. However, acknowledging the importance of this, mainly German, entrepreneurial culture does not mean that the elected representatives reflect it in their actual actions. In particular during the last economic crisis, the family entrepreneurs have shown their employees and the society as a whole that they can be relied on. It was them who were loyal to their workforce and did not falter at the first headwind. And today, it is them who contribute to the debt reduction of public budgets with their taxpaying capacities. The secret: the good equity ratio of family-owned companies which makes them independent of the financial markets as well as their long-term strategies.

**What will be the main focus of your tenure?**

I want to show members and those who may want to become members, the wide range of what our association has to offer. They should know that their membership fees are a good investment. We organize

### **REINHOLD VON EBEN-WORLÉE**

On May 19, 2017, the managing partner of E. H. Worlée & Co. (GmbH & Co.) KG was elected as president of DIE FAMILIENUNTERNEHMER. The Worlée group of companies processes and refines raw materials for the food industry – among others fruits, vegetables, nuts, spices or tea. Two other branches of the group manufacture raw materials for lacquers, plastics and coatings, for example for cosmetic products. The family company with its headquarters in Hamburg has 600 employees and generated a turnover of about 300 million Euro in 2016. The company has been active in the industry for 166 years. Now, Reinhold von Eben-Worlée manages the company in the 5. generation.

top-notch events with high-caliber speakers, such as Chancellor Angela Merkel at our last annual meeting in Berlin. We are close to political decision making processes and offer a strong network that no other employer association can match. There is so much we can learn from each other.

**And what are your plans for the external visibility of the association? Mainly directed at the political process?**

For the new German government it will be extremely important to find answers to questions of the future, not only facing the challenges for the next four years. Digitalization and demography are only two of the many challenging issues. The good economic conditions we enjoy today will not last forever. They are based on several external factors over which German politics has no influence such as for example low interest rates and weak oil prices. So it is even more imperative to prepare for the time when these artificial constructs will disappear. But for now, these factors are the reason why companies are still in a position to cover the high non-wage labor costs. This issue must definitely be addressed by the new government. It would relieve companies as well as their employees. Good wages are only half as good when the government takes away almost half of it in taxes in order to finance election gifts such as deduction-free pensions starting at the age of 63. Only very few will benefit from such regulations and family-owned companies will suffer on account of the lack of skilled manpower. The same applies to the tax burdens, another issue the new government must tackle. In times of high tax revenues it is hard to explain why there is the need for even more taxation. Especially for German companies competing on a global stage and in times of Brexit, Trump and Co. it is extremely important not to be overtaken by the competition on account of tax regulations.

**You also feel very strongly about energy-related issues.**

The issue of energy policy is often underestimated. Rising energy costs seriously limit the competitiveness of companies. Energy bills are increasing by the year – not only for family-run companies but also for private households. Despite several reforms the so-called EEG levy has increased by a factor of 32 since the year 2000, and also grid-utilization fees are on the rise. The German energy system transformation with the



goal of reducing CO<sub>2</sub> emissions was an important and correct decision. The tool of choice however to achieve this goal – the EEG law (law regulating renewable energies) – has mutated into a dubious subsidy instrument. The profiteers are the so-called wind barons, receiving hundreds of thousands of Euros annually in feed-in remunerations for each wind turbine, even though offshore wind energy could already survive in the market without subsidies whatsoever. And who bears the costs? Private energy customers and many energy-consuming family-run companies via the EEG levy. But, despite all that, the climate targets are not even met!

**So, there is a lot of work ahead in the coming two years.**

Yes and I am looking forward to it. Don't forget, we as family entrepreneurs want to act, not to stand idly by.

**F**amily entrepreneurs are personally liable with their equity for the success of their company. They have roots in their region spanning many generations and represent a unique type of social involvement. Family entrepreneurship in Germany must be sustained and developed. That requires the safeguarding of entrepreneurial freedom and a stable framework within which to act. We, DIE FAMILIENUNTERNEHMER, are the voice of family entrepreneurs – we are the only association of family businesses for family businesses in Germany.





## ABOUT US

### WE DON'T JUST TALK ABOUT IT – WE DO IT!

90 percent of all German companies are family businesses. And: Many of those family-run businesses are global market leaders. We create almost 60 percent of all jobs attracting social insurance contributions and around 80 percent of apprenticeships in Germany.

### WE DON'T JUST REST ON OUR LAURELS – WE ARE PROACTIVE!

We are the trusted voice of the German economy and are therefore a sought-after partner for politics, media and society. We need the best framework for current and future enterprises, since that is the key to success for Germany as a place to do business.

### WE ARE NOT INDIVIDUAL PLAYERS – WE GROW STRONG TOGETHER!

We actively promote exchange between companies. We address topics that affect us on a political and personal business level. Our exclusive national events are a popular place for family entrepreneurs all over Germany to meet one another.

### WE DON'T JUST THINK ABOUT THE PRESENT – WE THINK ABOUT THE NEXT GENERATION!

We family entrepreneurs are personally liable for the success of our companies. An important goal is the successful handover of our businesses to the next generation. We don't just rely upon our traditions to do that – above all, we invest in innovations.



**W**e family entrepreneurs exchange information: From one family entrepreneur to another; this motto also applies to our events. Whether a family business forum, family business convention, political congresses or exclusive workshops and seminars, not to mention company tours or business trips – there is something for every taste and requirement.



12 EVENTS



**PARLIAMENTARY EVENING FOR  
FAMILY BUSINESSES /  
EXCLUSIVE – INVITATION ONLY:**

Family entrepreneurs from the regions get together in a relaxed atmosphere to put forward their requirements to Members of Parliament and the federal government.



You can find current dates and events here:  
[www.familienunternehmer.eu/veranstaltungen](http://www.familienunternehmer.eu/veranstaltungen)



**FAMILY BUSINESSES – FORUM /  
EXCLUSIVE – MEMBERS ONLY:**

Discussion meetings for family businesses. Family entrepreneurs report to each other about their visions, strategies and successes, but also about their flops – in an open, candid and direct manner.



**POLITICAL CONGRESS FOR  
FAMILY BUSINESSES /**

The political one-day event in Berlin on a current topic – in direct dialogue with politicians, scientists and representatives from the industrial sector.





### FAMILY BUSINESS – CONVENTION /

The annual event highlight for all family entrepreneurs: In dialogue with top German politicians and interesting entrepreneurs. With an evening gala.



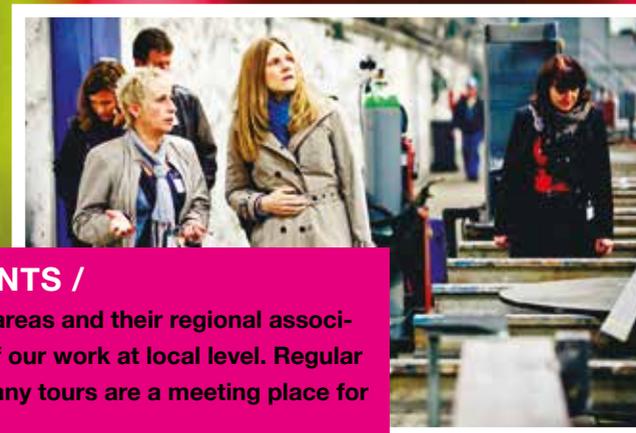
### INTERNATIONAL ENTREPRENEUR DAY /

The annual »International Entrepreneur Day« is always dedicated to an international future market.



### CONGRESS FOR THE FUTURE /

We entrepreneurs are visionaries; we have an awareness of the future and shape it – the relevant topics of tomorrow are discussed here.



### REGIONAL EVENTS /

A total of 16 regional areas and their regional associations are the basis of our work at local level. Regular events such as company tours are a meeting place for members and guests.

Further information here:

[www.familienunternehmer.eu/vor-ort](http://www.familienunternehmer.eu/vor-ort)



**W**e family entrepreneurs account for over 40 percent of all company sales in Germany and create 60 percent of jobs. In order to maintain this high level of achievement, we, **DIE FAMILIEN-UNTERNEHMER**, hold intensive and constructive dialogue with political institutions across all parties. Our goal is to strengthen entrepreneurship in Germany – for a stronger German economy. **DIE FAMILIENUNTERNEHMER** are the voice of German entrepreneurs.



## OUR TOPICS

**W**e need the best framework for current and future enterprises, since that is the key to success for Germany as a place to do business. Our political topics and requirements include, among others:

### EMPLOYMENT MARKET

**Prioritising employment:** We campaign for greater entrepreneurial freedom, less bureaucracy and more flexibility in the employment market.

### ENERGY POLICY

**Energy transition – yes, German Renewable Energy Act (EEG) – no:** We require a market-oriented energy policy that suits our highly industrialised location and that doesn't pull the plug on any companies.

### EDUCATION POLICY

**The younger generation is the best way of securing skilled personnel:** Our children need a good education that covers practical – including economic – themes to ensure a successful start to their careers.

» That is emphasised by DIE FAMILIENUNTERNEHMER in political debates with their clear stance on regulation. To carry our businesses forward with the next generation we need to look at the bigger picture. We also prove this with our policy. «

#### WOLFGANG HERGES

Managing Director Herges Stahl- und Blechbau GmbH



### TAX POLICY

**A strong backbone of the economy:** We strive for a tax policy that prevents crises, that strengthens company equity and provides incentives to produce and invest in Germany.

### FINANCIAL MARKET AND BANKING REGULATION

**Link between risk and liability:** We family entrepreneurs are a unique embodiment of this principle and also demand a principle of liability for the capital market.

You can find an extensive list of all topics here:

[www.familienunternehmer.eu/positionen](http://www.familienunternehmer.eu/positionen)

» DIE FAMILIENUNTERNEHMER are the respected voice of the German economy in politics. We have become a recognised participant in political discourse, particularly in the areas of inheritance tax and discussions about the European currency and sovereign debt crises. «

#### HEINRICH OTTO DEICHMANN

Chairman of the Board of Directors and the Managing Directors Deichmann SE

## OUR CAMPAIGNS

**A**s one of the few representative associations of German industry, we are able to adopt clear stances – regardless of sectoral interests. We demonstrate our core values with public campaigns, for more freedom **AND** responsibility.

View our campaigns here:

[www.familienunternehmer.eu/aktionen](http://www.familienunternehmer.eu/aktionen)



**JOBS CAMPAIGN**

**SAVE THE EURO – BUT DO IT RIGHT!**



**PENSIONS – ROLL BACK!**



**ANTI-ASSETS TAX CAMPAIGN**



## OUR COMMITTEES

**W**e develop our easily understood statements in expert committees and in a strategic advisory group in which companies set the agenda. Politicians and other external advisors are regularly invited to meetings for a question-and-answer session with companies. These professional committees deal with topics such as employment market policy, energy and tax policies.

More information can be found here:

[www.familienunternehmer.eu/ueber-uns/organisation](http://www.familienunternehmer.eu/ueber-uns/organisation)

» **DIE FAMILIENUNTERNEHMER** have enjoyed demonstrable success in politics. Through a meticulously researched report we succeeded in drawing the attention of the German Constitutional Court to the dangerous link between the ECB and the ESM. Clear damage limitation! We would have had Eurobonds long ago if our criticism hadn't been listened to. That would amount to a fully fledged transfer union. «

**CLAUDIA STURM**

Managing Director C & U Sturm GmbH

**W**e, DIE FAMILIENUNTERNEHMER, represent the interests of families and family enterprises in Germany. Through their unpaid work our family businesses support politics, society and the media to achieve the best framework for entrepreneurial activity. Support those representatives. Become a member!

## THREE GOOD REASONS

1

### BIGGER

.....

An increasing number of politicians are willing to disregard the interests of enterprises. We are only strong if we work together! Together we can achieve optimum framework conditions.

2

### STRONGER

.....

Family entrepreneurs are active in all sectors and regions of Germany. Thinking outside the box and the exchange among entrepreneurs not only strengthen individual companies, but also the community as a whole.

3

### BETTER

.....

Businesses learn from other businesses. In an informal manner, through meetings and at our exclusive country-wide events and workshops on company topics.



WE ARE DIE FAMILIENUNTERNEHMER

[www.familienunternehmer.eu](http://www.familienunternehmer.eu) | [kontakt@familienunternehmer.eu](mailto:kontakt@familienunternehmer.eu)



## OUR MEMBERS

A family business is run by a private owner or a family member who has managerial responsibility within their company. The deciding factor is the link between risk and liability.

A family entrepreneur may become a member of **DIE FAMILIENUNTERNEHMER** if the company:

- I. employs a minimum of 10 staff members and
- II. achieves a minimum turnover of 1 million Euro and
- III. is entered in the Commercial Register or the Trade Register.

### BECOME A MEMBER!

I am happy to answer your questions regarding membership or send you an application form:

**Ines Hanspach**

Tel. +49 (0) 30 300 65-380 | Fax +49 (0) 30 300 65-390

[hanspach@familienunternehmer.eu](mailto:hanspach@familienunternehmer.eu)



**DIE FAMILIENUNTERNEHMER e. V.**

Charlottenstraße 24 | 10117 Berlin

Tel. +49 (0) 30 300 65-0 | Fax +49 (0) 30 300 65-390

kontakt@familienunternehmer.eu | www.familienunternehmer.eu

Concept and editorial: Anja von Knobelsdorff

Design: LANGEundPFLANZ

Photos: private, Anne Kreuz Fotografie, Marc-Steffen Unger, Frank Eidel

June 2017

[WWW.FAMILIENUNTERNEHMER.EU](http://WWW.FAMILIENUNTERNEHMER.EU)

