Activity Report
2015
for the Bavarian Chambers of Commerce and Industry
Facts and figures

The Association of the Bavarian Chambers of Industry and Commerce is the umbrella organisation of the nine Chambers of Commerce and Industry (CCIs) in Bavaria:

- CCI Aschaffenburg
- CCI Coburg
- CCI for Munich and Upper Bavaria
- CCI for Lower Bavaria in Passau
- CCI Nuremberg for Middle Franconia
- CCI for Upper Franconia in Bayreuth
- CCI Regensburg for Upper Palatinate / Kelheim
- CCI Swabia
- CCI Würzburg-Schweinfurt

The association has been the largest industry organisation in the Free State of Bavaria since it was founded in 1909. At present, the Bavarian CCIs represent almost 980,000 statutory CCI member companies of all sizes and from all industries. Almost 40 percent of the members, consisting of founders of new companies or companies with limited earning power, are exempt from paying membership contributions.

Local and service-oriented
The CCIs provide hands-on and on-site support to the regional economy. In 2015, the organisations generated 60,500 pieces of preliminary information about legal and tax issues, participated in almost 30,000 face-to-face and telephone consultations with founders of new businesses, and provided more than 9,000 intensive advisory services for self-employment. In addition, the Site Information System Bavaria of the Bavarian CCIs also facilitates the successful search for commercial premises. Using the online tools CCI Demographics Calculator and the CCI Skilled Labour Monitor for Bavaria, companies can depict and analyse the impact of demographic change on their specific situation. The new Online Help for Food Hygiene provides companies with a valuable overview of industry-specific information and the relevant requirements.

Volunteer-based and democratic
More than 53,000 individuals working at Bavarian companies support the activities of the CCIs on a volunteer basis. In that way, they also account for the CCI’s proximity to the business sector, as well as their effectiveness and efficiency as self-administering bodies of the Bavarian economy. In addition to the services rendered by its full-time employees, the CCIs also carry out their tasks with democratically-elected representatives of the member companies. These volunteer representatives participate in the Chamber General Assembly and regional committees. The members of the Chamber General Assembly decide on the guidelines for the CCI activities as well as issues that are of fundamental importance to the member companies.

The four main tasks of the Bavarian CCIs

1. We represent the overall interests of industry
The Bavarian CCIs represent the overall interests of industry for all industry-related legislative projects and political decisions from the municipal to the EU level. At the same time, policy-makers also consult with the CCIs in their role as independent and objective advisors. In addition, we advocate the existence of a positive business environment in the respective region.

2. We support the self-organisation of industry
In their capacity as entities under public law, the government has transferred to the CCIs a large number of tasks that they, as the organisations of the business sector, can provide more efficiently and customer-oriented than government agencies. At this time, we carry out more than 60 public administration tasks in the interest of our members. Statutory membership forms the basis of our independent work.

3. We offer many services to companies
CCIs act as service providers to companies: we inform and advise our members and founders on issues ranging from vocational training and professional development to laws and taxes, innovation, export, environmental protection and succession.

4. We advocate fair play and sustainability in business
The CCIs are committed to the idea of the honourable businessperson (Ehrbarer Kaufmann). This requires a clear and active commitment to fairness and sustainability in the economy. We make regulations transparent, and act as a model for others.

More on this topic
sisby.de/en/index.jsp
ihk-demografierechner-bayern.de
ihk-fachkraeftemonitor-bayern.de
onlinehilfe-lebensmittelhygiene.de/home-en/

Our areas of excellence
Some of the major issues to which the CCIs are committed in the interest of the Bavarian economy include:
- Vocational education
- Ensuring the supply of skilled labour
- Energy II resources
- Internationalisation
- Advocate fair play and sustainability in business
We create the ideal environment for the Bavarian economy

Our commitment: Image campaign for vocational education
In November 2015, the Bavarian Ministry of Economic Affairs and Media, Energy and Technology, the Bavarian CCIs and the Association of the Bavarian Chambers of Trade and Crafts started the “Elternstolz” (Proud Parent) campaign. This is the first time that the partners in vocational education are working together in a joint campaign initiated by the Bavarian CCIs. It aims to increase society’s acceptance of vocational education, and to position it as a promising and equivalent alternative to academic education. The initiative represents a unique pilot project, as it is the first campaign that, apart from some regional projects, puts parents at front and centre.

elternstolz.de

CCI integration pact for Bavaria
It is only natural that German businesses are doing their part in taking on what is probably the most urgent challenge of our time: the great influx of refugees into Europe. Job integration is not just an opportunity for the refugees themselves, but also for the Bavarian economy. That is why we have long been proponents of the 3+2 model, which has set the course for the entire country. Furthermore, the initiative “Integration through Education and Work”, which was started jointly with the Bavarian government, has also taken on a model role for Germany.

On this basis, the CCIs in Bavaria will invest EUR 8 million into an integrated and sustainable package of measures in 2016 alone. The measures focus on young asylum seekers who are willing and eligible for training, as well as young ‘tolerated’ refugees (Geduldete) who have a good chance to stay in the country. Key projects include the development of a transition management system for graduates of job integration classes, job-related language services during apprenticeship, and support structures from education and job mentors, as well as the early use of qualification checks.
Centralised evaluation and recognition review of foreign qualifications

The CCI Foreign Skills Approval (CCI FOSA) in Nuremberg is the central organisation in Germany that can review and verify foreign qualifications for their equivalence with German diplomas in CCI occupations. Applicants and companies alike can contact their regional CCI to receive extensive information about the recognition of foreign diplomas and certificates.

In April 2015, Federal Chancellor Dr. Angela Merkel and Federal Minister of Education and Research Prof. Dr. Johanna Wanka visited the CCI FOSA. On behalf of the recognition bodies in charge, Dr. Angela Merkel obtained information about the implementation of the recognition process by the CCI FOSA and the advisory services. Subsequently, the Federal Chancellor discussed the motivations, experiences and challenges with applicants and other participants in the recognition process, including representatives of the Federal Employment Agency and the Federal Office for Migration and Refugees.

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In 2015 the Bavarian CCIs focused especially on the current negotiations for the free trade agreements TTIP (EU-USA), CETA (EU-Canada) and TSA (plurilateral treaty on the liberalisation of services). With a total of 23 events, the CCIs and the Bavarian Ministry of Economic Affairs and Media, Energy and Technology and the working group of the Associations of the Bavarian Chambers of Trade and Crafts organised a Bavaria-wide TTIP road show. With the newly-released brochure “TTIP: Facts, figures, background), the CCIs aim to bring a level of objectivity into the debate about the TTIP and to actively shape the economic relations with the US in the future – especially to the benefit of Bavaria’s medium-sized businesses. This agreement would result in the world’s largest common market between Europe and the US.

The reform of the EU data protection legislation is an important milestone towards a digital Europe. Accordingly, the business community showed great interest in the CCI seminar “Upcoming adoption of the General Data Protection Regulation – Industry’s expectations for EU data protection reform”, which was held on 16 November 2015 at the CCI Academy in Munich in cooperation with the Bavarian Ministry of the Interior, for Building and Transport and the magazine Zeitschrift für Datenschutz. Discussions centred on whether the General Data Protection Regulation meets the business sector’s expectations for modern data protection legislation, and how the existing areas of influence can be utilised in line with the ongoing trilogue negotiations.

In addition, we also maintain a presence at party conferences and seek out the opinions and experiences of Bavarian political representatives.

We issue statements on draft legislation and regulations that affect the business sector. In the year 2015, we carried out our role as an independent and objective advisor by providing more than 100 statements.

Energy transition: Interim summary of the Bavarian CCIs 2015

Within the interim summary, the Bavarian CCIs undertook a review of the progress of the energy transition at the level of state, federal and European politics. In addition, they formulated their positions on key energy transition issues ranging from the expansion of the grid, electricity market design and energy efficiency to investment security for companies and the economic feasibility of renewable energies. State Minister Ilse Aigner discussed the interim summary of the Bavarian CCIs on the energy transition with experts from industry and science on 17 July 2015.

Parliamentary evening of the Bavarian CCIs and the CCI Nord on the expansion of the electricity grid

On 29 September 2015, the Bavarian CCIs and CCI Nord invited participants to a joint parliamentary evening on “Grid expansion: The backbone of the energy transition” at the Mecklenburg-Vorpommern state representation office in Berlin. At this event, entrepreneurs from Bavaria and northern Germany discussed the relevant issues with Stefan Wenzel, Energy Minister of Lower Saxony, and the Bavarian and northern German members of the Bundestag.

Influence on legislation and political decisions

We exert influence on EU decisions and collaborate with the Free State of Bavaria. Together with the Representation of the Free State of Bavaria to the European Union, the Bavarian CCIs organise regularly events in Brussels to sensitise EU parliamentarians and EU Commission staff to the concerns of Bavaria’s heavily export-oriented economy, which benefits in particular from the growing integration of the EU markets. Issues range from the practice-oriented implementation of the Union Customs Code to collaboration for the EU strategy for the Alpine region (EUSALP), and issues such as the digital economy and Industry 4.0. Furthermore, we are also committed to reducing the level of red tape for Bavarian companies in Brussels.

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Vocational education: A big contribution to the Bavarian economy

The CCIs in Bavaria consider it both a mission and an obligation to promote, advise and represent the interests of the Bavarian economy in the area of vocational education – because excellence in education, particularly vocational education, is an essential location factor. Therefore it must be anchored in the Bavarian educational system as an equal pillar.

Our path to success: Dual education

Strengthening dual education is an important objective of the Bavarian CCIs because on-the-job training, resulting in knowledge- and practice-oriented graduates, is not only the secret to the success of the German economy. For Bavarian companies, it is also one of the most important measures for securing a pool of skilled labour. With customised advisory services as well as flexible and attractive educational models, the CCIs ensure that the Bavarian economy is able to take full advantage of this location and competitive advantage. With their commitment to strong vocational education measures, the CCIs provide youth with a variety of occupational and career perspectives.

Our commitment: Quality assurance

The IHK-Ausbilderakademie Bayern (CCI Trainer’s Academy of Bavaria) represents a key component for guaranteeing the quality of education. The Bavarian CCIs accompany and advise more than 30,000 trainers and 30,000 educational representatives during their activities at the different companies. The certification of skills guarantees quality in education, which is made visible in the form of the “trainer map”. Now it is easy for future students to find companies with certified trainers. The quality of the examination process is permanently scrutinised and monitored. The IHK-Forschungsstelle Bildung Bayern (For.Bild) (CCI Research Office for Education in Bavaria) conducts analyses and thus ensures transparency and evidence with regard to the continuous optimisation of the examination system. Of course, the educational projects initiated by the Bavarian CCIs are also evaluated. Here too, For.Bild is responsible for ensuring that our activities meet the highest quality standards, and it also scrutinises the impact and the benefits of the different measures. In this way, blind spots can be identified and improvements can be directly implemented during the project term.

Our commitment: CCI AusbildungsScouts

AusbildungsScouts are apprentices who present their occupations at high schools as an ambassador for dual education, and thus help to familiarise students with the concept of vocational training. Speaking to students at their own level, the apprentices talk about the motivation behind their apprenticeship, their chosen vocation, the educational process and the career outlook after graduation. By 2018, the Bavarian CCIs want to inform 100,000 students in the entire state of the many different vocations and subsequent employment and career opportunities. In this way, we want to get young people excited about dual education again. This project is supported by the Bavarian Ministry of Economic Affairs and Media, Energy and Technology.

Publications on this topic

- Brochure “Das Beste aus Bildung machen” (Making the best of education)
- Brochure “Flüchtlinge in Ausbildung und Arbeit - Leitblätter für Unternehmen” (Refugees in training and at work – Guidelines for companies)
- Brochure “Das Bildungsreport 2015: Bildung in Bewegung d Präsenzierte aus der Bildung” (The Bildung Report 2015: Education in motion. Six practical examples from medium-sized companies to think about and emulate)

3,700 new apprenticing companies
More than 54,000 new apprenticeship agreements
100,000 participants in CCI interim and final examinations
Almost 10,500 visits by local educational advisors
39,000 participants in CCI continuing education examinations
72,200 participants in CCI continuing education seminars and courses (practical studies)
More than 17,000 participants in professional and technical expertise examinations
More than 930,500 voluntary auditing hours at training and continuing education examinations

More on this topic

ihk-lehrstellenboerse.de
The CCI apprenticeship board, which offers regional and national apprenticeships, brings together companies and apprentices.

ihk-ausbildungsscouts.de
The regional coordinators of the Bavarian CCIs celebrate the project kick-off together with the first generation of AusbildungsScouts, their teachers and representatives of the Bavarian Ministry of Economic Affairs.
What we can do to keep the Bavarian economy going strong: Ensuring the supply of skilled labour

The CCI handbooks for medium-sized businesses: “Als attraktiver Arbeitgeber überzeugen!” (Becoming an attractive employer)

Publications on this topic

- Action concept “Fachkräfte sichern die Bayersche Wirtschaft” (Skilled employees secure the Bavarian economy)
- Brochure “Familienfreundliche Personalpolitik in Bayern – Checklisten und Best Practice für KMU” (Family-friendly HR policies in Bavaria – Check lists and best practices for medium-sized businesses)
- CCI handbook for medium-sized businesses: “Als attraktiver Arbeitgeber überzeugen!” (Becoming an attractive employer)

Ensuring the supply of skilled labour – an issue for all phases of life

Compatibility of family and work

School

Education

University studies

Continuing education

Employment of older persons

Integration of people with a migration background

Using the skilled labour monitor, we illustrate the situation for skilled labour – today and tomorrow:

This free analytical and forecasting instrument from the Bavarian CCIs identifies the supply and demand for skilled employees in the Bavarian regions and industries until the year 2030.

We are doing our part to help companies keep an eye on demographic trends

The CCI demographics calculator for Bavaria provides companies with an overview of the age structure of their workforce until 2030, and compares it to other businesses in the industry and region. In addition, it also calculates the companies’ current and future workforce requirements as a result of turnover and retirement trends.

We provide support with practical handbooks and best practice examples

We are a partner of “Familienpakt Bayern” (Bavarian family pact)

The Bavarian government, the Association of Bavarian CCIs, the Association of the Bavarian Chambers of Trade and Crafts, and the Bavarian Industry Association (vkw) have joined forces to work on continually improving the compatibility of family and work in Bavaria. In addition to the expansion of and structural support for child-minding and care, they also aim to provide support and advisory services to companies on the issue of family-friendly work environments. To this end, they have created an online portal and opened a service office for companies. The first symposium “Family, job, career – In partnership with mothers and fathers", with Bavarian Minister of Social Affairs Emilia Müller as the introductory speaker, was well attended with around 120 participants. The event focused on providing useful information about innovative instruments for making family and work compatible.

We are also a partner of “Familienpakt Bayern” (Bavarian family pact)

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We are a partner of “Older adults and the work environment” initiative

The Bavarian CCIs support the “Older adults and the work environment” initiative of the Bavarian State Ministry of Labour and Social Affairs, Family and Integration, which aims to further increase the labour market participation of older people.

CCI road show “Family and job – Know-how for your success”

The road show, which was held across Bavaria and organised together with the “Erfolgsfaktor Familie” (success factor family) company network, visited almost all Bavarian CCIs during the second week of November. Its focus: practice-oriented measures for medium-sized businesses and Generation Y.

We provide support with practical handbooks and best practice examples

The objectives are obvious: small and medium-sized companies must find new ways of attracting and retaining skilled employees. The CCI handbooks “Familienfreundliche Personalpolitik in Bayern – Checklisten und Best Practice für KMU” (Family-friendly HR policies in Bavaria – Check lists and best practices for medium-sized businesses) and “Als attraktiver Arbeitgeber überzeugen!” (Becoming an attractive employer) offer targeted support in this area.

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Impressions from the first symposium of the Bavarian family pact with Bavarian Minister of Social Affairs Emilia Müller.
What really matters today and in the future: Securing supplies of energy and resources

We also represent the interests of our member companies in efforts to secure supplies of energy and raw materials. These activities include, among others, taking an active part in shaping the energy transition. The objective: to optimise energy supplies in companies and a business-friendly energy policy that represents a satisfactory solution for all parties involved. In that context, our actions are guided by the energy policy triangle of service security, affordability and environmental compatibility.

We shape the energy transition together with policy-makers
Energy is a key factor for the attractiveness of Bavaria as a business location. We represent the interests of the Bavarian economy and advise policy-makers on energy policy issues in Bavaria, Germany and the EU.

Our volunteer representatives came out in large numbers to support the 2014/2015 Bavarian Energy Dialogue. At the national and EU level, we also participated in numerous consultations on proposed pieces of legislation and amendments, such as the Electricity Market Act, the Grid Development Plan 2025, the revision of the EU Emission Trading Directive and the proposed EU regulation regarding the Energy Efficiency Directive.

The year 2015 also witnessed the start of the energy policy discussions with the regions and the EU. An important milestone in this regard: the Bavarian CCIs and the Flemish Chamber of Commerce and Industry VOKA signed a joint declaration of intent to support companies with the implementation of the energy transition.

We assist companies with issues related to energy, climate protection and resources supplies
Energy and climate protection are everyone’s business. In 2015, the Bavarian CCIs again played an active role in the “Mittelstandsinitiative Energiewende und Klimaschutz” (Medium-Sized Business Initiative for the Energy Transition and Climate Protection). This joint project between the Federal Ministry of Economic Affairs, the federal Ministry for the Environment, the Association of German Chambers of Commerce and Industry (DIHK) and the German Confederation of Skilled Crafts (ZDH) offers specific services such as seminars and workshops on technical issues, and training for apprentices to become energy scouts.

Because of the strategic importance to the business sector, the CCIs in Bavaria regularly analyse the current resources situation of their member companies, the measures that must be implemented and the associated requirements for policy-makers. The extensive list of results is included in the CCI Resources Report for Bavaria 2015. They also form the basis for a joint CCI travelling exhibition on resource efficiency, which can be seen in all Bavarian CCI districts in 2016.

Start of the Bavarian Energy Efficiency Network Initiative BEEN-i
As government charges and cost allocations for energy prices continue to rise, so do the financial burdens faced by companies. A promising and practical solution for reducing consumption is to participate in an energy efficiency network with other companies. Together with the Bavarian Ministry of Economic Affairs and Media, Energy and Technology, the Bavarian Industry Association (vkw) and the Association of the Bavarian Chambers of Trade and Crafts, as well as industry associations, the Bavarian CCIs are active supporters of the network initiatives in the regions.

More than 4,000 personal and telephone consultations on questions related to energy and environment (incl. energy coaching)
130 events with almost 5,000 participants

Publications on this topic
- BHK-Rohstoffbericht Bayern 2015 (BHK Resources Report for Bavaria 2015)
- BHK-Einschätzungen zum Energieprogramm (CCI assessments for the energy programme)
Making Bavarian's businesses ready for globalisation

Despite setbacks in important markets, the Bavarian economy nevertheless managed to set a new record in terms of exports in 2015. Goods with a total value of EUR 178.9 billion were exported abroad, almost six percent more than in the previous year. The figures highlight considerable differences in the markets that are important to Bavarian companies. Imports into Bavaria grew by almost seven percent to EUR 161.3 billion. Exports to Russia fell by one third. Exports to China (-12%) and Brazil (-11%) also declined, with China dropping from second to third place in the list of Bavaria’s main trading partners. The top spot in the list of key export destinations for the Bavarian economy is the US, with exports amounting to EUR 22.7 billion.

Our services are a valuable tool
The extensive range of services and advisory options offered by the Bavarian CCIs make an important contribution to the success of the Bavarian economy. We advise and inform our member companies about the following issues in particular:

- Countries and markets
- Export and import of goods and services
- Customs and foreign trade legislation
- Necessary certificates for doing business abroad
- Accessory charges and excise taxes
- Cross-border VAT laws
- Financing options and funding instruments

We investigate new growth markets in the far East and the far West
The Bavarian CCIs also offer a special network service in the form of travel tours. The participants of the business trip to Mexico from 28 June to 4 July 2015 agreed: a good choice, as Mexico has become one of the most attractive locations worldwide, also for many supplier companies in the automotive sector. The business trip to Thailand and Vietnam from 29 November to 5 December 2015 focused on the automotive industry and its supplier companies, medical technology and the food industry. The region continued to increase its attractiveness with the creation of the “ASEAN Economy Community” at the end of 2015.

Thailand was also the venue of an industry meeting and business contact exchange, which focused on the automotive industry and supply chains. Germany has long been one of Vietnam’s most important partners in Europe. In addition to bilateral discussions with Vietnamese company representatives, trade policy also played an important role. The new Trans-Pacific Free Trade Agreement TPP has already resulted in the growing engagement of Asian investors, and the agreement between Vietnam and the EU, which must still be ratified, will add even more economic momentum in this context.

We help companies with opening up international markets
The successful “Go International” support programme was completely revised in 2014, and started the year 2015 with a new design. It strives to continue the high level of support for Bavaria’s foreign trade by providing medium-sized businesses in Bavaria with funding for the development of new foreign markets. This project is promoted by the EU in line with the European Regional Development Fund and by the Free State of Bavaria, and was utilised by 139 companies in 2015.

In addition, the Bavarian CCIs are important partners of the Bavarian Ministry for Economic Affairs and Media, Energy and Technology and its subsidiary agency Bayern International. In 2015, the CCIs and Bayern International organised 29 international trade fair participations in important foreign markets.

We honour the best enterprises of Bavaria
For the ninth time, the Bavarian CCIs, together with the Bavarian Ministry of Economic Affairs and Media, Energy and Technology, awarded the “Bavarian Export Prize” on 19 November 2015 during the Bavarian Export Day. This prize is awarded to companies with a maximum of 50 employees in the categories industry, commerce, services and trades.

Numerous events were on the agenda of the Bavarian CCIs in 2015:
- Bavarian Customs Forum in Munich and Coburg on 14/15 July 2015, with 220 participants
- Topic: Customs reform and Union Customs Code, which goes into effect on 1 May 2016
- 12th Asia Pacific Forum in Nuremberg on 23 July 2015 with 370 participants
- Topic: Future market of Vietnam, trends and developments in the Asian region
- 7th Bavarian East-West Forum in Regensburg on 28 October 2015 with more than 100 medium-sized business representatives
- Topic: Opportunities and trends in Eastern European markets

Publications on this topic
- Monthly foreign trade newsletter (17,300 subscribers)
- Brochure “Der Außenhandel Bayerns” (Bavaria’s Foreign Trade)
- Special analysis of the survey “Going International” for the service sector
- Brochure “TTIP: Facts, figures, background” (TTIP: Facts, figures, background)
We advocate fair play and sustainability in business

We are committed to responsible entrepreneurship. In 1956, policy-makers tasked the CCIs with the mandate of being committed to “maintaining the integrity and conventions of the honourable businessperson”. This mandate also includes an obligation to be an active advocate for fairness and sustainability in the business community.

We support the practical implementation of responsible company management measures

In an age that is characterised by demographic change, a shortage of resources and globalisation, companies are expected to do more than merely acknowledge their commitment to sustainable management. Large and small businesses alike are expected to implement credible and strategic measures to this effect in their core business activities. The management approach of corporate social responsibility (CSR) benefits companies and society alike: it increases economic success and also generates ecological and societal added value.

The CCIs in Bavaria support their members with an extensive range of offerings. The annual Bavarian CSR Day, which was held for the third time on 15 September 2015, offers interested parties information about current CSR trends and a chance to use best practices to learn how to integrate CSR into their own corporate strategy.

The CCI certification course “CSR Manager CCI”, which is currently offered in Munich and Nuremberg, provides practical and compact knowledge and management tools for the successful integration of CSR into business practice.

The annual cooperation event of the Association of Bavarian CCIs with the Centre for Human Market Economy at the Salzburg Chamber of Commerce covered a wide range of topics on 27 November 2015 in Munich, including the issue of “CSR in the context of law, globalisation and financial markets”.

Responsibility pays — worldwide

Never before have Bavarian companies been so successful in world markets. Measures designed to maintain this success – even more so in changing markets – must also be accompanied by taking responsibility for society. The concept of sustainability in business must serve as an anchor point, guide and trump card for Bavarian companies. The current handbook “Verantwortung lohnt sich. Weltweit.” (Responsibility pays. Worldwide.) illustrates concrete measures and best practice examples for how entrepreneurial responsibility can be exercised in a globalised world, in the export and import trade, in supply partnerships and in the partner countries.

We promote entrepreneurial freedom

The CCIs in Bavaria encourage political conditions that ensure a voluntary commitment to CSR, and that furthermore guarantee that imminent statutory provisions, such as CSR reporting obligations or liability for the wrong conduct of third parties along the entire supply chain, are maintained at a feasible and reasonable level.

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Impressions from the cooperation event of the Bavarian CCIs with the Salzburg Chamber of Commerce
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