Activity Report
2016
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 990,000 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.

Volunteer-based and independent

The Bavarian CCIs act as a mouthpiece, supporter of self-organisation and service provider of the region’s economy. To do so, they rely on companies that voluntarily commit their efforts to supporting their region and their sectors of industry. Over 53,000 individuals from Bavaria-based companies are involved in voluntary activities for the CCIs.

This broadly based dedication enables us to fulfil our public administration duties, principally by providing vocational training and professional development. In this field, voluntary examiners conduct over 127,000 examinations per year. Thanks to practical impetus and the focused expertise of these volunteers, we are in a position to raise our members’ concerns in political debate and communicate them to the public. In 2016 we issued 125 statements that expressed the position and views of Bavaria’s business and industry sectors.

On the spot: local support

The Bavarian CCIs supply active assistance to regional economies where it is needed – at local level. They engage in capacity-building and provide support through all entrepreneurial phases, from foundation, financing and internationalisation to corporate succession. In 2016 Bavarian CCIs held almost 34,000 consultations with founders on topics including vocational training and professional development, legal issues and taxes, and expansion into new markets. We use a variety of platforms to bring companies together with relevant players, both at regional level and – thanks to our National Chambers abroad – across national borders.

Expert service for companies

CCIs are service providers to companies, providing information and advice to our members and to company founders on topics including vocational training and professional development, legal issues and taxes, and expansion into new markets. We use a variety of platforms to bring companies together with relevant players, both at regional level and – thanks to our National Chambers of Commerce abroad – across national borders.

Our areas of excellence

Overarching issues in which the CCIs are engaged in the interests of the Bavarian economy include:

1. Vocational education and training
2. Ensuring the supply of skilled labour
3. Energy & resources
4. Internationalisation
5. Advocate fair play and sustainability in business

This brochure examines these issues individually.

What the Bavarian CCIs do

Integrated approach supporting economic framework conditions

The Bavarian CCIs support economic framework conditions that foster sustainable economic growth. They are responsible representatives of the common interests of the business community, in all legislative proposals related to economic issues, and in political decisions at all levels from municipal to EU – acting on behalf of Bavaria and the region as a whole. They are valued by policymakers and government as independent and objective advisors.

Self-organisation of the business sector, focused on the future

The government has transferred numerous tasks to CCIs as entities under public law. As organisations of the business sector, they can fulfil these tasks more efficiently and with greater customer focus than government agencies can. We currently perform over 60 public administration tasks in the interests of our members, thus supporting their growth across all borders. Statutory membership forms the backbone of our independent work.

Active commitment to fairness and sustainability in business

We are the only business organisation to hold the statutory mandate to support the “Ehrbarer Kaufmann” (“Honourable Businessperson”) model of business integrity and to strengthen entrepreneurial responsibility. In concrete terms, this involves advocating fairness and sustainability in all economic activities. We support our member companies in their conscious integration of economic, social and ecological responsibility into corporate strategy – including respect for their employees and customers, fair treatment of competitors and resource-efficient management – as a key to success.
We take responsibility for the Bavarian economy

Our commitment: Image campaign for vocational education
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 joined forces to promote the “Ausbildung macht Elternstolz” (Qualified Kids, Proud Parents) campaign. The campaign aims to boost acceptance of vocational education within society and to establish its status as a promising and equivalent alternative to academic education. The highlight of the campaign was “Das stolze Telegramm” (Proud Telegram), a competition in which three Bavarian apprentices – nominated by their parents – won surprise concerts by legendary band LaBrassBanda at their workplace. The campaign turned the spotlight on vocational education in an unusual and memorable way by showcasing the pride experienced by parents in their children’s vocational achievements.

CCI integration pact for Bavaria
Companies in Bavaria are embracing their responsibilities and tackling the challenge of integrating refugees. 3,300 apprenticeship contracts in CCI training professions have now been signed by young people from typical countries of refugee origin, offering convincing proof of companies’ commitment to social causes.

We view occupational integration as an opportunity for the Bavarian economy as well as for the trainees themselves. The Bavarian CCIs are engaged in establishing the necessary legal and planning certainty, and provide support for companies and refugees.

The “3+2” model put forward by the CCIs in Bavaria was reflected in the German Integration Act, which came into effect on 6 August 2016. Under an initiative launched jointly with the Bavarian government and entitled “Integration durch Ausbildung und Arbeit” (Integration through Education and Work), the CCIs agreed a package of integrated and sustainable measures, focusing on refugees with the willingness and eligibility for apprenticeship and on asylum-seekers with good prospects of long-term residence.

As a further initiative by the CCIs in Bavaria, vocational schools in the state have complemented their regular curricula by offering job-related language training to accompany apprenticeships. The work of the CCIs is supported by free intercultural seminars held by vocational trainers and HR officers.

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Good to know
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Influencing legislation and political decisions
We work with the State of Bavaria to influence EU decision-making. The Bavarian CCIs and representatives of the State of Bavaria organise regular events in Brussels to keep EU Members of Parliament and Commission members in touch with the concerns of the Bavarian economy. The topics addressed are wide-ranging; the five panel discussions held in 2016 covered subjects including Safe Harbor – Privacy Shield, the digital domestic market, vocational education, exporting services to the EU, European energy policy and support for innovation and technology.

For example 17 March 2016 saw the first public discussion on the draft EU-US Privacy Shield framework. Debate was promoted with the help of an event organised jointly by the Bavarian CCIs, the Austrian Chamber of Commerce (WKÖ) and Italy's Unioncamere Veneto, in cooperation with the EU Representation of the State of Bavaria and with the support of the Enterprise Europe Network (EEN). The high-ranking panel, including the two heads of the EU and US negotiating teams for Privacy Shield, provided for top-level discussions; Paul Nemitz, Director responsible for Fundamental Rights and Union Citizenship in the Directorate-General Justice of the European Commission, and Ted Dean, Deputy Assistant for Services, International Trade Administration, US Department of Commerce, praised the results of the negotiations, with Dean even referring to a “milestone” in the history of transatlantic data protection.

Energy dialogue on the European Energy Union
Since 2015, the Association of the Bavarian Chambers of Commerce and Industry has engaged with representatives of the spheres of business, politics and science from other strong European economic regions in a dialogue over energy policy. The dialogue is aimed at bringing together the members of the initiative in working for a common EU power market that would provide the best possible conditions for companies in the various regions. It is the first such collaboration to take place between business organisations from a variety of countries and regions. The Bavarian CCIs have declared their aim of filling this gap, in consideration that Chambers of Commerce and professional associations can achieve more in the EU when they work together.

In 2016 the Association of the Bavarian Chambers of Commerce and Industry adopted declarations of intent over cooperation with SPCR, the Czech Republic’s industry association, and WKÖ, the Austrian Chamber of Commerce. The high point of this energy policy dialogue to date has been “Energy Dialogue on the European Energy Union”, a large-scale event organised by the Association of the Bavarian Chambers of Commerce and Industry and held on 29 November 2016 at the offices of the Bavarian Representation to the EU. One day before publication of the EU Winter Package for the European Energy Union, Dr Bernd Biervert, Deputy Chef de Cabinet of the Energy Vice-President, reported on the planned measures and heard demands from the economies of Bavaria, Sweden, Austria, the Czech Republic and Flanders as they adopted a common position for the first time.

Driving the energy transition in the interests of the economy
Germany’s electricity prices are among the highest in Europe because of their high levels of taxes, duties and charges, principally the German renewable energy surcharge or “EEG-Umlage”. For Bavarian companies striving to compete with other countries over their products, these high energy costs represent a significant blow to competition. To safeguard the competitiveness of companies in Bavaria and stem the trend of relocation, the Bavarian CCIs are calling for a reduction of the renewable energy surcharge to 1-2 cents/kWh by applying alternative financing models.

To support this, in 2016 the Association of the Bavarian Chambers of Commerce and Industry and the Bavarian Association of Energy and Water Industries published the study “Alternative Finanzierung des EEG-Umlagekontos” (Alternative Financing for the Renewable Energy Surcharge). The study proposed a three-phase reduction of duties and charges to lower electricity prices to the targeted level. This three-phase model was discussed by around 20 German Members of Parliament and representatives of Bavarian companies at the German Parliamentary Society in Berlin on 10 November 2016, and by politicians, scientists and entrepreneurs at the event "Strompreisbremse: Standort stärken, Investitionen ermöglichen" (Putting the Brakes on Energy Prices: Strengthening the Region, Promoting Investment) in Munich on 9 December 2016. As a further success, the Scientific Service of the German government investigated the extension of the renewable energy surcharge to cover fossil heating fuels, as proposed by the Association of the Bavarian Chambers of Commerce and Industry, and pronounced it compatible with EU law.

In addition, we show visible presence at party conferences and actively seek to exchange opinions and experience with representatives of Bavarian politics.
Vocational education and training: getting the economy moving!

For Bavaria’s CCIs, supporting, advising and representing the interests of Bavarian business in vocational education is both mission and obligation. Excellence in education – particularly vocational education – is an essential location factor. Given this, it must be firmly anchored in the Bavarian educational system as an equal pillar.

Our path to success: vocational education and training

Strengthening vocational education and training is an important objective of the Bavarian CCIs, because integration of theory and practice as areas of equal value results in graduates with in-depth specialist knowledge and practical experience. Vocational education is thus a guarantee of success for the German economy – and one of the most important measures for securing a pool of skilled labour for Bavarian companies. By offering 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 locational and competitive advantage. The system offers all future students the chance to find their own personal perspective for development, and an array of occupational and career opportunities.

Our commitment: quality assurance

The IHK-Ausbilderakademie Bayern (CCI Trainers’ Academy of Bavaria) represents a key element in guaranteeing the quality of vocational education. The Bavarian CCIs accompany and advise more than 30,000 trainers and 30,000 educational representatives during their activities with companies in the field. Certification of skills by the Ausbilderakademie guarantees sustained quality in education, which is visualised in the form of a “trainer map” of the region and the seal of quality demonstrated by the trainers’ qualification. It is now an easy task for future students and parents to find companies with certified trainers at a glance.

The IHK-Forschungsstelle Bildung Bayern (For.Bild) (CCI Research Office for Education in Bavaria) prepares analyses that ensure transparency and deliver evidence for the continuous optimisation of CCI activities in vocational education. By doing so, we ensure that our Bavaria-wide education projects meet the highest quality standards. We scrutinise the impact and benefits of the various measures, and investigate companies’ viewpoints and degrees of commitment. We likewise subject our own in-house examination processes to regular review, enabling us to identify potential areas of optimisation and implement improvements directly.

More than 3,700 new companies accepting apprentices

Almost 54,000 new apprenticeship contracts

More than 100,000 candidates in CCI continuing education examinations

11,700 visits to companies by local educational advisors

Almost 39,000 candidates in CCI continuing education examinations

Over 73,000 attendees of CCI continuing education seminars and courses (practical studies)

Over 19,000 candidates in professional and technical expertise examinations

More than 1 million voluntary examiner hours in training and continuing education examinations

Our students loved the talk:

“Fantastic, great, interesting, authentic, and ‘I’m so relieved that there are alternative ways to get there’.”

Cornelia Lang, Gloria-Gymnasium grammar school, Munich

More on this topic

- IHK-ausbilder.de
- IHK-forbild-bayern.de
- IHK-lehrstellenboerse.de
- IHK-ausbildungsscouts.de

Publications

- Brochure “Das Beste aus Bildung machen” (Making the Best of Educational Experiences)
- Brochure “Flüchtlinge in Ausbildung und Arbeit – Leitfaden für Unternehmen” (Guidelines for Training and At Work – Guidelines for Companies)
- Brochure “Regeln für Unternehmen” (Guidelines for Companies)
- Brochure “The IHK Ausbildungsscouts, authentic ambassadors for dual education from Bavarian CCIs, are shown here in action.”
- Brochure “Prozess optimieren – Berufliche Bildung auf einen Blick – Zahlen und Fakten der bayerisch-österreichischen Bildungsumfelder” (Optimising the Process – Vocational Education at a Glance – Facts and figures of the Bavarian and Austrian education environment)
- Brochure “WIR gewinnt: Gemeinsam Werte lernen und leben – Lernwelt KMU” (Making the Best of Vocational Education)
- Brochure “Das Beste aus Bildung machen” (Making the Best of Educational Experiences)
- Brochure “Zweckmäßige Bildung – Leitfaden für Unternehmen” (Customised Education – Guidelines for Companies)
- Brochure “Wir ist – Neugkeiten aus der IHK Ausbilderakademie: Dokumentation des 5. Ausbilderforums der IHK Ausbilderakademie Bayern in München, 10. Oktober 2016” (We are – News from the CCI Trainers’ Academy: Documentation from the 5th Trainers’ Forum of the Bavarian CCI Trainers’ Academy, Munich, 10 October 2016)
- Brochure “Integration Information Handout: ‘Integration in Bildung und Beruf’ (Bavarian Integration: Education and Employment)

Our commitment: CCI AusbildungsScouts

‘AusbildungsScouts’ (Training Scouts) are apprentices that act as ambassadors for dual education and give presentations of their chosen careers to secondary schools. The project is organised jointly by the Bavarian CCIs and receives support from the Bavarian Ministry of Economic Affairs and Media, Energy and Technology. It is aimed at inspiring more young people to turn to vocational education. Over 800 AusbildungsScouts were in action throughout Bavaria in 2016, introducing almost 11,000 school students to the enormous diversity of skilled occupations on offer and to the employment and career opportunities that follow an apprenticeship. Speaking to students directly at their own level, the Scouts provide valuable impetus for young people on the threshold of career choices; they inspire motivation and open up new perspectives.

Our students loved the talk:

“Fantastic, great, interesting, authentic, and ‘I’m so relieved that there are alternative ways to get there’.”

Cornelia Lang, Gloria-Gymnasium grammar school, Munich
Safeguarding Bavaria as a centre of commerce by unlocking the potential of qualified labour

In 2016, Bavaria experienced a shortage of skilled employees throughout all sectors of business and industry, estimated at 154,000. Holders of vocational qualifications were in particularly short supply, with 128,000 positions unfilled in this field.

Although Bavaria attracts skilled workers from other German states and abroad, the working population in Bavaria will decline significantly in the coming years as demographic change begins to bite and the labour force ages. By 2030 the labour shortage is forecast to grow to approximately 451,000 as the average employee age rises by around two years.

In addition to the factor of demographic change, digitalisation will also bring far-reaching change to the requirements skilled employees must fulfil. Digital qualifications will become more important; some jobs will vanish altogether, while new types of job will be created. Lifelong learning will take on a key role.

To ensure an adequate supply of skilled workers with the necessary qualifications, every area of potential must be explored and unlocked. A three-pronged approach is necessary:
- Develop skilled workers
- Leverage additional areas of potential for skilled workers
- Manage employment-driven migration

The CCI Demographics Calculator for Bavaria provides companies with an overview of their workforce age structure up to 2030 and benchmarks with other businesses in their industry and region. In addition, it calculates companies’ current and future workforce needs based on fluctuation and retirement trends.

We help companies to keep demographic trends in view

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We advise companies under the consultancy programme unternehmensWert:Mensch

unternehmensWert:Mensch (CompanyValues: People) is a nationwide programme helping small and medium-sized companies to develop future-proof, employee-focused human resource policies. In Bavaria the programme is offered jointly by the CCIs, the Chambers of Trade and Crafts and the non-profit RKW-Bayern (Bavarian Resource Efficiency Centre). In 2016 the Bavaria-wide programme issued 135 ‘consultancy cheques’ to companies throughout Bavaria, equivalent to support funding of approximately EUR 1.1 million.

We are also a partner of “Familienpakt Bayern” (Bavarian Family Pact)!

The Bavarian government, the Association of the Bavarian CCIs, the Association of the Bavarian Chambers of Trade and Crafts and the Bavarian Industry Association have joined forces to work on continually improving the compatibility of family and career in Bavaria. In addition to expanding child-minding and care services and providing structural support in this area, they also aim to provide support and advisory services to companies on the issue of family-friendly work environments.

Roadshow by Bavaria’s CCIs, “Familie und Beruf – Know-how für Ihren Erfolg” (Family and Career – Know-how for Your Success)

This Bavaria-wide roadshow and series of workshops was organised in partnership with the company network, “Erfolgsfaktor Familie” (Success Factor: Family) and visited virtually all Bavarian CCIs during the second week of November. The majority of participating CCIs in Bavaria chose to focus on fathers in the spotlight of family-friendly HR policy; some CCIs also offered information on managing parental and family caregiver leave and on mobile working as a method of improving work-life balance.

We provide support with practical manuals and best practice examples

The objectives are clear: small and medium-sized companies need to find new ways of attracting and retaining skilled employees. The CCI manuals “Familienfreundliche Personalpolitik in Bayern – Checklisten und Best Practice für KMU” (Family-Friendly HR Policies in Bavaria – Checklists and Best Practices for Medium-Sized Companies) and “Als attraktiver Arbeitgeber überzeugen” (Becoming an Attractive Employer) offer targeted support in this area.

We are a partner of the “Older Adults and the Work Environment” initiative

The Bavarian CCIs support the “Ältere und Arbeitswelt” (Older Adults and the Work Environment) initiative of the Bavarian State Ministry of Labour and Social Affairs, Family and Integration, which aims to boost older people’s participation in the labour market.
What really matters, today and in the future: Securing supplies of energy and resources

We also represent the interests of our member companies in working to secure supplies of energy and raw materials. Our efforts include playing an active role in shaping the energy transition. In doing so, we aim to optimise energy supplies in companies and establish business-friendly energy policies. Our actions in this context are guided by the energy policy triangle of security of supply, affordability and environmental compatibility.

We work with policy-makers on shaping the energy transition

Energy supply is a key factor for Bavaria’s attractiveness 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. In 2016 we took part in numerous consultations on proposed pieces of legislation and amendments at national and EU level, including the Renewable Energy Act and Climate Action Plan 2050, development of grid usage charges, splitting the German-Austrian Common Price Zone and the EU Renewable Energy Directive.

Bavarian Energy Efficiency Network Initiative (BEEN-i) on course for success

The network initiative launched in 2015 by the Bavarian Ministry of Economic Affairs and Media, Energy and Technology is bearing fruit. With active support from the Bavarian CCIs as well as from business and industry associations, a total of 19 energy efficiency networks had been established by the end of 2016, with more currently in the pipeline. The Bavaria-wide initiative supports companies in identifying and implementing potential areas of energy savings during a two-year participation period. The networks founded with the assistance of the initiative are designed to achieve widespread improvements in energy efficiency throughout business and industry in Bavaria.

Umwelcluster Bayern – Bavarian Environmental Cluster

The Association of the Bavarian CCIs continued its adoption of the successful Environmental Cluster model in 2016. Umwelttechnologie-Cluster Bayern e. V., of which all Bavarian CCIs and the Chambers of Trade and Crafts in Munich, Upper Bavaria and Lower Bavaria–Upper Palatinate are members, is the operating organisation of Umwelcluster Bayern (Bavarian Environmental Cluster). The cluster is a network spanning Bavaria’s environmental industry, science sector, municipalities and municipal businesses. It serves as a hub bringing together companies, representatives from research and development, service providers, planners, business organisations, policymakers and public administrators, local councils and municipalities and public contracting authorities, investors and funding organisations, and media and communication service providers. In 2016, Umwelcluster Bayer and the Association of the Bavarian Chambers of Commerce and Industry jointly focused on resource efficiency, regional environmental technology and internationalisation.

REZ

The Ressourceneffizienz-Zentrum (Resource Efficiency Centre, REZ) was opened in Augsburg on 21 October 2016. The REZ is a project by the Bavarian State Ministry of the Environment and Consumer Protection, and is managed by the Bavarian Environment Agency in partnership with the BIHK. Its objective is to promote efficient use of resources and resource-conserving economic activities, helping companies to cut their costs, gain competitive edge by using raw materials intelligently, improve production processes and reduce their dependence on the price and availability of raw materials. In Bavaria, the REZ team is represented at the Augsburg Environment Agency, at the CCI for Munich and Upper Bavaria and at the CCI Nuremberg for Middle Franconia. This local representation enables regional companies in Bavaria to benefit from the centre and its projects.

Publications

- Enery Dialogue on the European Energy Union – Regional Challenges of European Energy Policy
- The Financing of Renewable Energy in EU Electricity Markets
Internationalisation: seizing opportunities for Bavarian business on the global stage

Bavarian companies are enjoying unprecedented success on global markets, and can claim to be among the world’s top exporters. In 2016, Bavarian exports totalled almost EUR 183 billion, a year-on-year increase of 2.5 percent. Bavarian imports likewise reached a record high of almost EUR 166 billion (+2.8 percent). A total of 25 percent of all employment in Bavaria depends directly or indirectly on export trade.

Bavarian CCIs joined Prof. Gabriel Felbermayr from the ifo Institute in Munich to analyse the megatrends that are anticipated to emerge in global trade in the future, and identify the opportunities and challenges they will present to the Bavarian economy. In their research, they reached the conclusion that in rapidly changing markets, success must go hand in hand with acceptance of social responsibility. This makes Bavarian businesses attractive partners for international companies and their markets, both today and in the changing future to come.

Our services provide valuable support for internationalisation

Bavaria’s CCIs make a vital contribution to the success of the Bavarian economy by providing an extensive range of services and advice. We supply consultation and information to our member companies, with particular emphasis on the topics of:

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

Honouring excellence in Bavarian companies

On 23 November 2016, the Association of the Bavarian CCIs joined with the Bavarian Ministry of Economic Affairs, the Working Party of the Bavarian Chambers of Trade and Crafts and Bayern International to present the tenth Bavarian Export Award. The Export Award is reserved for small-scale companies, and is designed to encourage them to pursue business activities abroad. Entries are accepted from companies with no more than 50 full-time employees that operate in services, commerce, trades or industry and can show evidence of international success. However, the winners are by no means confined to companies that develop sensational innovative technologies; awards also go to enterprises operating in more traditional sectors, such as musical instrument manufacturers, hotel owners and construction companies.

Study “Dienstleistungsverkehr im EU-Binnenmarkt: Hürden, Hindernisse und Herausforderungen” (Movement of Services on the EU Market. Hindrances, Obstacles and Challenges)

Services are an area of steadily rising economic importance; the service sector itself is gaining in economic power, while the production sector is supplying a growing number of product-related services. Today’s services are no longer confined by national borders, but are increasingly provided at international level. Companies seeking to exploit the potential of cross-border service operations must first overcome an array of challenges. These are described in the study together with concrete practical solutions, including areas of action that address foreign trade promotion.

We help companies to enter international markets

The “Go International” support project is aimed at maintaining the leading status of the Bavarian export sector. It provides financial and consulting support to small and medium-sized enterprises in Bavaria that are seeking to enter new international markets. The project is promoted by the EU, within the scope of the European Regional Development Fund, and by the State of Bavaria, and was taken up by 154 companies in 2016.

In addition, Bavarian CCIs are sought-after partners of the Bavarian Ministry of Economic Affairs and Media, Energy and Technology and its subsidiary agency, Bayern International; in 2016, the CCIs and Bayern International participated in 28 international trade shows in key foreign markets.
Active commitment to fairness and sustainability in business

We are committed to fostering responsible entrepreneurship. In 1956, policy-makers tasked the CCI with the mandate of committing to “maintaining the decency and propriety of the honourable businessperson”. This mandate also includes the duty to be an active advocate for fairness and sustainability in the business community.

Political developments increasingly require evidence of sustainability in business

In an age dominated by megatrends including climate change, the spread of globalisation and scarcity of resources, the need for companies to accept social responsibility is ever more relevant. Investors, business partners and customers are taking a growing interest in the conditions under which production takes place, while regulatory initiatives increasingly demand the application of sustainable and responsible criteria in business operations.

We provide timely information on current developments

2016 saw the transposition of the EU Directive on non-financial (CSR) reporting into national law. While only large-scale companies are directly affected by compulsory CSR reporting requirements, it may be assumed that companies required to fulfil this obligation in future will call on their suppliers to disclose non-financial information, including their policies on environmental, social, employee and other issues. To provide timely information for companies, Bavarian CCI organised a roadshow entitled “Nachhaltigkeitsberichte in der Praxis” (Sustainability Reporting In Practice). The four events were attended by over 300 companies interested in finding out about the impending changes and, primarily, in how to generate trust through transparency and thus improve their reputation with clients, customers, employees and society as a whole.

The Bavarian CSR Day, held for the fourth time on 5 October 2016, focused on due diligence and further actions including legal measures. The approach of regarding stakeholders as partners, and even making them an integral part of company processes, will bring nothing but benefits over the long term.

We support voluntary participation – Responsibility Pays

We also provide ongoing support to our members in implementing a responsible approach to management, helping them to consciously integrate economic, social and ecological responsibility into their corporate strategies, products and business processes as a key to success.

In addition to organising information events, we provide companies with a comprehensive overview of all international and national developments and aspects of CSR, such as that given by the CCI poster, “Atlas der Unternehmensverantwortung – Nachhaltige Unternehmensführung: Begriffe, Akteure, Motive, Leitlinien, Zusammenhänge” (Atlas of Corporate Responsibility – Sustainable Corporate Management: Concepts, Players, Motives, Principles, Contexts). The CCI brochure, “Verantwortung lohnt sich. Den Ehrbaren Kaufmann leben” (Responsibility Pays. Living and Breathing Business Integrity) presents practical information on how SMEs can integrate CSR actions in the fields of economy, employment, community and ecology into their core business.

In a pilot project on stakeholder management organised by the Association of Bavarian CCI in partnership with the Bavarian Environmental Agency, ten Bavarian companies drew up a catalogue of proven principles for SMEs entitled “Wer will eigentlich was von Ihrem Unternehmen?” (Who Wants What From Your Company?).

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The CCI certificate course on CSR Management currently offered in Munich and Nuremberg provides a practical and compact overview of the necessary expertise and management tools for integrating CSR into company policy.
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