

UK Welcomes business

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Going into business with a UK company

Here's how I went into business with a UK company



Company: [Insight IMC](#)

Managing director: [Roland Pietzcker](#)

Website: www.insight-imc.com - [Opens in a new window](#)

Insight IMC is a German-based recruitment consultancy, specialising in the packaging and paper industries. It employs seven consultants and has a head office in Starnberg, near Munich, with satellite offices in Belgium, Poland and the Czech Republic. In 2007, managing director Roland Pietzcker signed a partnership agreement with TAL, a London-based recruitment firm, which also operates in the same sector. Here, Roland describes how he set up the partnership and what the benefits are.

What I did

Plan our expansion

"We started thinking about setting up a partnership with a UK firm about five years ago. As an executive recruitment company, we source white-collar talent for several multinational clients, and a number of them asked if we could extend our service across Europe.

"We realised that creating a link with the UK meant we could extend our pan-European reach, without having to invest money in setting up a UK office. The fact that TAL was based in London was an advantage for us, as the city is obviously the most important commercial and administrative hub in the UK.

"How the partnership works is simple. If a client is looking to recruit in the UK, we pass the brief over to TAL, which then carries out the search process, or it works vice versa if TAL is asked to fill a position in one of the countries covered by our network. The client's fee is then shared proportionately between us.

"An obvious benefit is we can offer our customers a Europe-wide service, without the investment cost of setting up a new office or employing staff.

Both parties also gain from each other's customer base and expertise."

Find the right partner

"We actually came across TAL by accident. TAL's managing director placed an advertisement in a German packaging trade magazine and I got in contact with him. Things just went from there.

"From the start, it seemed to be a good fit. We share common business values, such as customer focus and quality of service, which we felt was critical to developing a successful partnership.

"The two companies are also of similar size. This was important too, as it meant one wouldn't swamp the other. We met up several times in London as well as in our head offices to discuss the partnership, and how things could work."

Work together on a trial basis

"First, we agreed to work together on a trial project. We received a brief from one of our biggest multinational clients, who wanted us to find a suitable sales manager based in London. We were open with our client, telling them we were keen to enter the UK recruitment market, and they were happy for us to go ahead using our new partner, so we gave TAL the project. Obviously, it required some initial trust on our part, but TAL did a very good job. We also learned a lot about each other through the process.

"Then, to establish things formally, we signed a partnership agreement. This sets out certain rules and fee arrangements. One advantage of doing this is we don't have to draw up new terms for each project, but it also helps clarify where we both stand legally and professionally."

Maintain regular contact

"It's very important to maintain regular contact. These days it's not difficult to keep in touch. Each office emails and telephones each other frequently, and we arrange face-to-face meetings six or seven times a year. Travelling between Munich and London is quick and easy, and we have a good choice of low-cost and scheduled flights.

"It's the first time we've formed a partnership like this, but the experience has been a very positive one. We would definitely do it again, and we're considering sourcing partners in Scandinavia, Spain and Russia."

What I'd do differently

"I wish we had set up the partnership earlier as it has been so beneficial to our business."

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