



VERBAND DEUTSCHER HIDDEN CHAMPIONS

German Hidden Champions Association

Your association - Your network - Your success

VDHC

**For Hidden
Champions**

and those who want to become one.

About us



The Verband Deutscher Hidden Champions e.V. (Association of German Hidden Champions) sees itself as an internationally active interest group and member association of medium-sized enterprises (SMEs) that are hidden champions or want to become hidden champions.





Foundation of the VHDC e.V. in 2019



One of Prof. Simon's many lectures



Invitation to the EU SME Congress



Prof. Simon honors special partner



Forum - German-Chinese Investment Cooperation & Hidden Champions



Invitation to the HANNOVER Messe



Initiator and founder

Hermann Simon



Prof. Dr. Dr. h.c. mult. Hermann Simon is one of the most internationally renowned economic experts as well as the founder of the hidden champions theory. He is an expert in strategy, marketing and pricing.

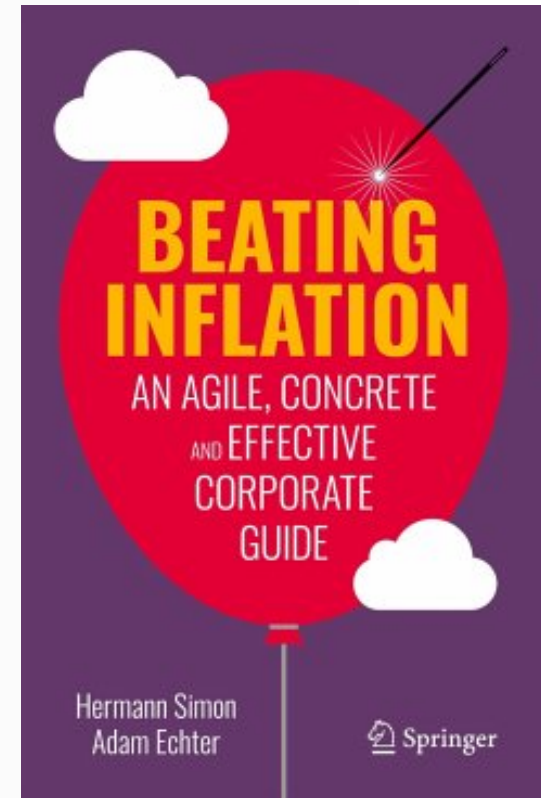
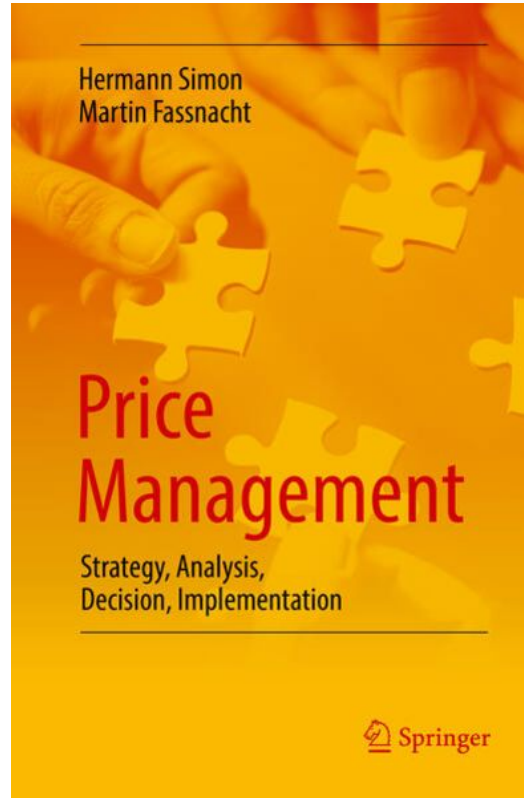
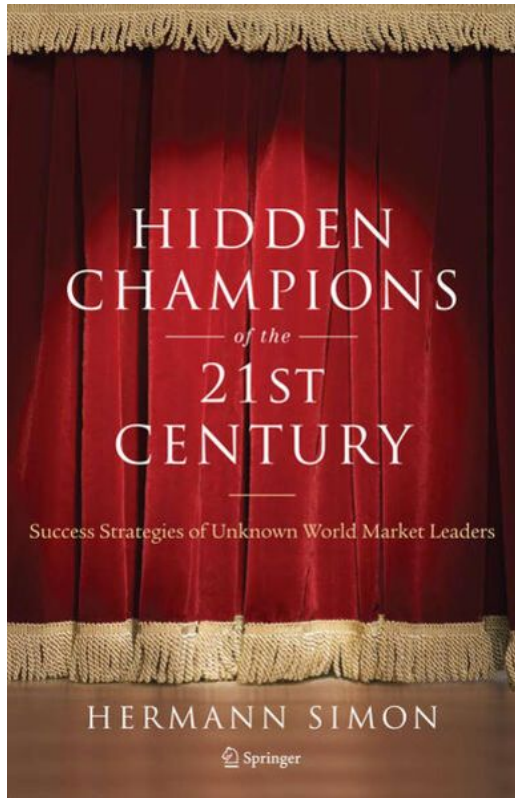
Hermann Simon is a member of Thinkers50 and has been continuously voted the most influential management thinker in the German-speaking world since 2005. He is the founder and honorary chairman of the international consulting agency Simon-Kucher & Partners - with over 2300 employees worldwide.





Prof. Herman Simon - Meetings with dignitaries and business people in previous years





This is just a very small selection of his books and publications. You will find all at www.vdhc-ev.de

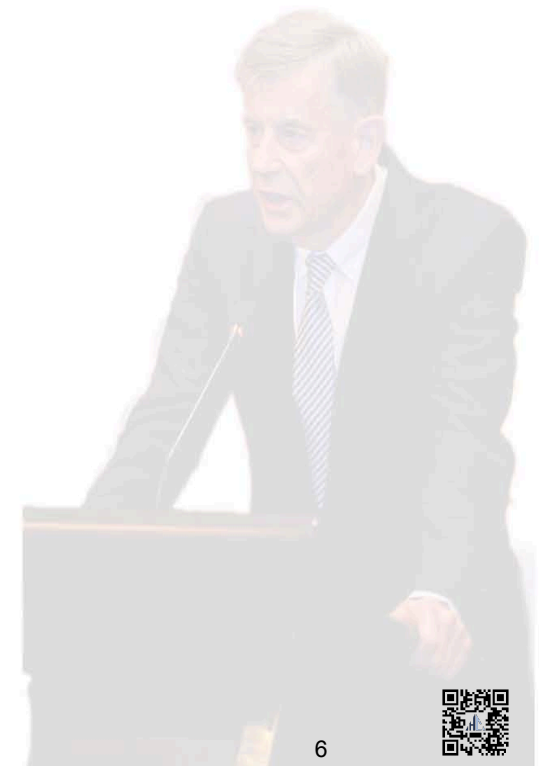


Hidden Champions

"Undeterred by changing management fashions, Hidden Champions distinguish themselves in their ambitious pursuit of market leadership through a

- strategy of focus and depth as well as
- continuous internationalisation and
- consistent orientation towards innovation."

(Prof. Dr. Dr. h.c. mult. Hermann Simon)



Hidden Champions

"Hidden Champions" is an original theory and concept that specifically and exclusively refers to small and medium-sized enterprises and encourages them to implement a strategy that combines the claim of market leadership with focus and globalisation.

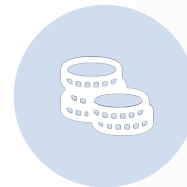
Prof. Dr. Simon defined the criteria for classifying a company as a Hidden Champion as follows:



Market leader



Market niche



Annual turnover



Unknown



Hidden Champions



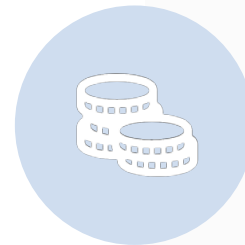
Market leader

Hidden champions are among the top three in their industry globally or are leaders on their home continent.



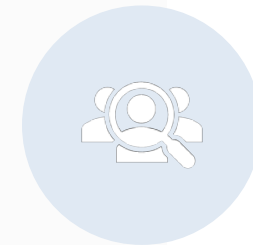
Market niche

The company operates in an often narrowly defined market segment.



Annual turnover

An annual turnover of 5 billion euros is usually not exceeded on a permanent basis.




Unknown

The company is well known in professional circles, but hardly in public.



VDHC

- Goals
- Advantages
- Core features



德国隐形冠军 e.V.
Združenie nemških skritih prvakov e.V.
Association des champions cachés allemands e.V.
Hiệp hội các nhà vô địch ẩn giấu của Đức e.V.
Ένωση Γερμανών Κρυμμένων Πρωταθλητών e.V.
Asociación de Campeones Alemanes Ocultos e.V.
Associazione dei campioni tedeschi nascosti e.V.
독일 히든챔피언 협회 e.V.

Your Association - Your Network - Your Success

VDHC For Hidden Champions

About us Membership



Goals

- Dissemination of know-how and opportunities for implementing the "Hidden Champions" corporate strategy
- Popularisation of the Hidden Champion Strategy by Hermann Simon
- Intensification of globalisation in compliance with the principles of fairness and equality
- Economic, political and social action "at eye level" in an international context
- Supporting small and medium-sized enterprises to find their way in international markets (focus: China, South-East Asia and Africa) and to operate successfully

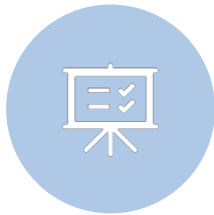


Advantages

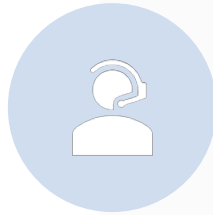
- Interest group and member association of medium-sized companies worldwide that are Hidden Champions or want to become Hidden Champions
- Support in arranging helpful contacts for internationalisation
- Further training and transfer of essential knowledge about international markets
- In-depth study trips to German and international hidden champions
- Training measures for business and government delegations (incl. company visits)
- Strategic partners in Germany and worldwide



Core features



INTERNATIONALISATION



SEMINARS
(ONLINE-/ HYBRID-/
PRESENT)



INTERNATIONAL
STUDY TRIPS



CONTINUING
EDUCATION



Internationalisation

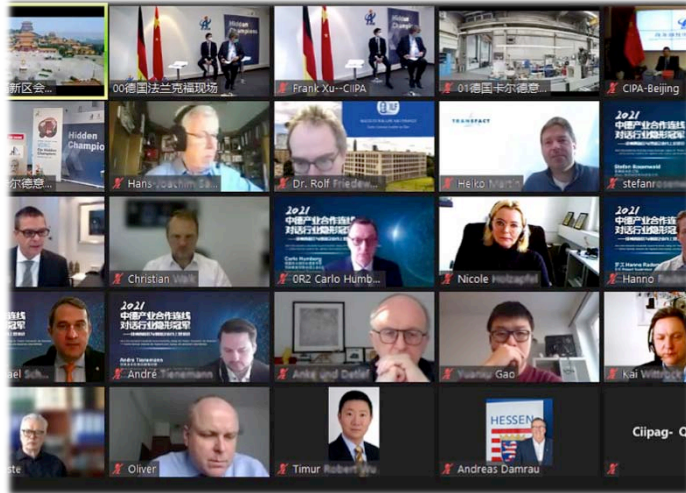
- Strategies
- Contact with investment partners
- Information on new markets



Seminars

- International exchange between companies
- Conferences
- Investment Summit
- Exchange of information / forums





International online seminar



International online seminar



Mr. Tuerk, CEO of VDHC e.V. at EU SME Congress



Mr. Tuerk, CEO of VDHC e.V., at EU - IHK conference in Bruxelles



Events

In cooperation with partners, the VDHC e.V. offers hybrid / online event formats on selected specialist topics. A high-calibre audience with decision-makers, interested parties from business and administration is invited to attend. We offer the following formats:

Continuing education seminar (Webinar)

Interactive communication between presenter and audience

Experience exchange / Best Practice

Presentation of practical examples by experienced partners

Online Diskussion panel / Matchmaking

Specialists from research & education and medium-sized companies





One of many Hidden Champions business trips with Prof. Simon



Delegation visits to German regional governments



Delegation visits to German regional governments



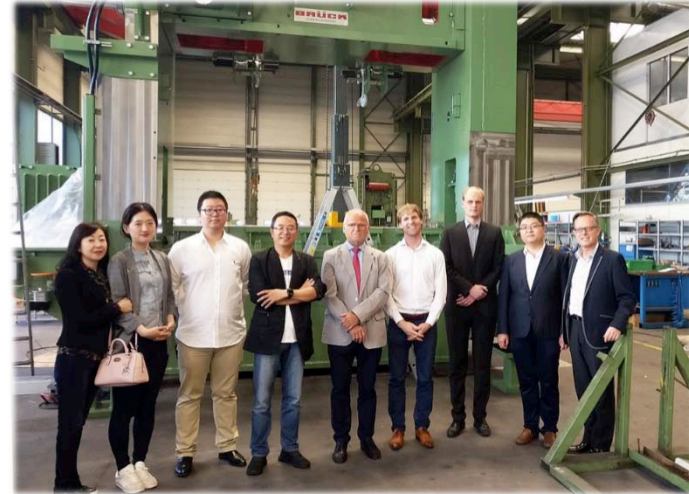
Visits and exchange here at the General Consulat of China, Mr Du



International Business trips

- Business trips
- Delegations from business and politics
- Exchange of experts





International business trips focussed on Hidden Champions theory and praxis



Training courses

- Continuing education for entrepreneurs
- Further training for professionals
- Imparting essential knowledge about international markets
- Seminars on the Hidden Champions Theory



Seminar at the `Hermann Simon Business School`, Weifang, Province Shandong
More Hermann Simon Business Schools are now being planned worldwide after the pandemic





Hidden Champions Seminar with Prof. Simon



Seminar with students about „Hidden Champions Theory“



Seminar with SME from the medical field



Seminar with SME from the medical field



Implications for Companies in an international environment

To really excel in globalization a country needs Hidden Champions, meaning a large number of small and mid-sized companies which are world-class in manufacturing and marketing. Regional expansion and globalization offer huge growth potentials.

- Exports will remain important
- Countries must attract more foreign investments
- And companies must invest abroad
- Companies should put increasing emphasis on service exports / imports



Hidden Champions - "what makes them special ..."

- Hidden champions maintain close relationships with their customers. They are five times closer to their customers than large companies.
- Hidden champions invest twice as much as German industrial companies in research and development. Their research efficiency is around five times higher than that of large companies.
- Technology and customer needs act as equally important drivers of innovation.
- Product quality is the number one competitive advantage. They have also created competitive advantages in consulting and system integration that are difficult to imitate, thus raising the barriers to entry for new competitors.



Hidden Champions - "what makes them special ..."

- Hidden champions are high-performance organizations. They make sure they always have more work than heads. They have massively upgraded their employee qualifications. Staff turnover and sickness rates are very low.
- The leaders of the hidden champions are characterized by a strong identity of person and mission, focused determination, courage, perseverance and the ability to inspire others. At 20 years, the tenure of the management is around four times longer than in large companies.
- The hidden champions are highly profitable. They have high equity ratios. They behave conservative in financial matters and rely and rely on self-financing.



Activities 2024 *(selection)*

- International VDHC Trips of German Business with Prof. Dr. Simon
- VDHC Partner Seminars "Hidden Champions - Learning from the Best in Theory and Practice" (incl. participation certificates)
- Visits to Hidden Champion companies and SMEs in Germany
 - In connection with special seminars and lectures
- Entrepreneur & delegation trips to Germany / Europe
- Lifestreams with International experts and Hidden Champions
- And for our members the VDHC offers a wide range of different services at special conditions!



Focus and cooperation needs

The VDHC e.V. is happy to offer cooperation with partners on selected specialist topics.
Our focal points:

- Medical technology
- Artificial Intelligence
- Industry 4.0
- Chemistry
- Energy – Environment – Ecology
- Mechanical Engineering
- Machines – Vehicles
- Electrical and building services engineering



Membership

The VDHC is happy to actively support all entrepreneurs with advice and assistance!

All natural and legal persons as well as companies from Germany and abroad can apply for membership. Of course, Chinese members are very welcome!

All details including membership application (in German, English):

<https://vdhc-ev.de/mitgliedschaft/>





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Website

Verband Deutscher Hidden Champions e.V.

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