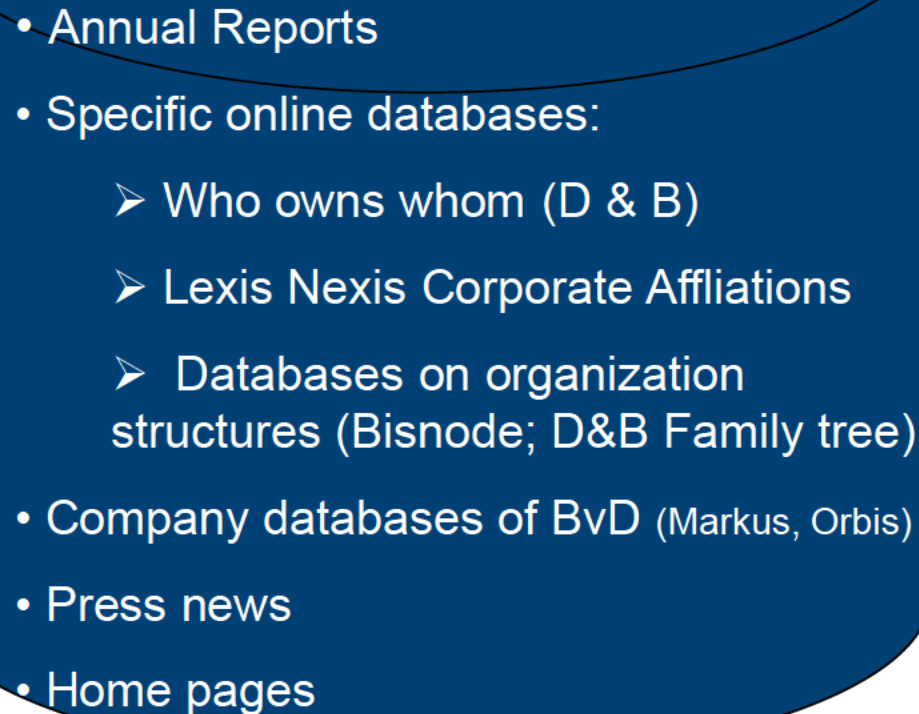
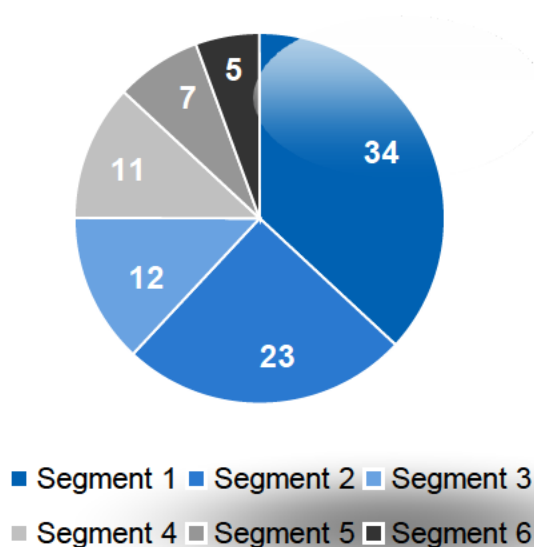


# 12 Mergers & Acquisitions | ownership structures

Sources relating to M & A, Corporate structures and ownership structures:

- 
- Annual Reports
  - Specific online databases:
    - Who owns whom (D & B)
    - Lexis Nexis Corporate Affiliations
    - Databases on organization structures (Bisnode; D&B Family tree)
  - Company databases of BvD (Markus, Orbis)
  - Press news
  - Home pages

# 13 Market and Industry Information

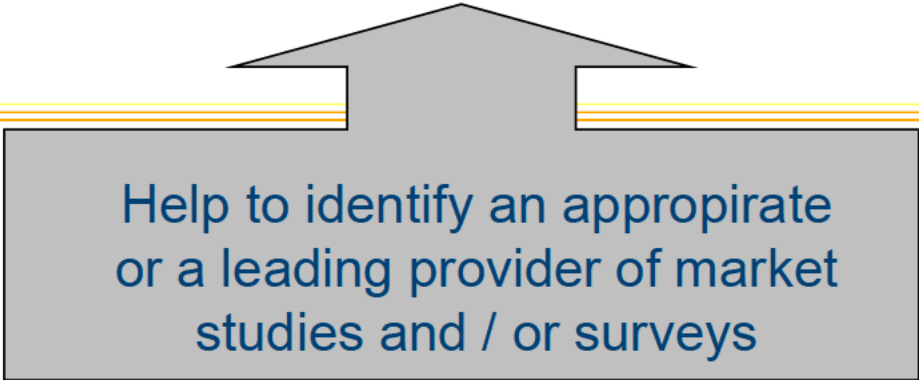


## Where to find market & industry information:

- Market studies (primary and secondary research)
- Analyst reports
- Industry reports of banks and journals
- Associations
- Research Institutes
- Statistical Offices
- Conferences
- News and Press Information
- Expert Interviews
- ...

# 13 Market and Industry Information

- **ESOMAR** – World Association of der market research companies and thought leaders, international directory of market studies [www.directory.esomar.org](http://www.directory.esomar.org)
- **Market Research** – ca. 160.00 market studies of about 600 global publishers / market research institutes <https://www.marketresearch.com/>
- **Gale Directory Library** - Search, Sort, Export & Analyze—On one Platform  
Since 1954, Gale has been publishing authoritative directories on companies, publishers, associations and more. *The Gale Directory Library* offers a wide-range of data sorting, filtering, and exporting options so users can tailor results and put them to practical use. <https://www.gale.com/databases/gale-directory-library>



Help to identify an appropriate  
or a leading provider of market  
studies and / or surveys

# 13 Market and Industry Information | Market studies

## Primary Market Research



- GfK (Gesellschaft für Konsumforschung)
- AC Nielsen
- Emnid
- ...

## Secondary Market Research



- Euromonitor
- EMIS
- IBIS World Industry Reports
- Mintel Reports
- Frost & Sullivan
- Gartner Group
- Handelsblatt Research Institute
- ...

# 13 Market and Industry Information | Investment Analysts



- Investment Analyst Reports: Detailed company reports and reports on technologies and industries with focus on trends and future outlook
  - INVESTEXT (Thomson Corp.)
  - S&P Capital IQ



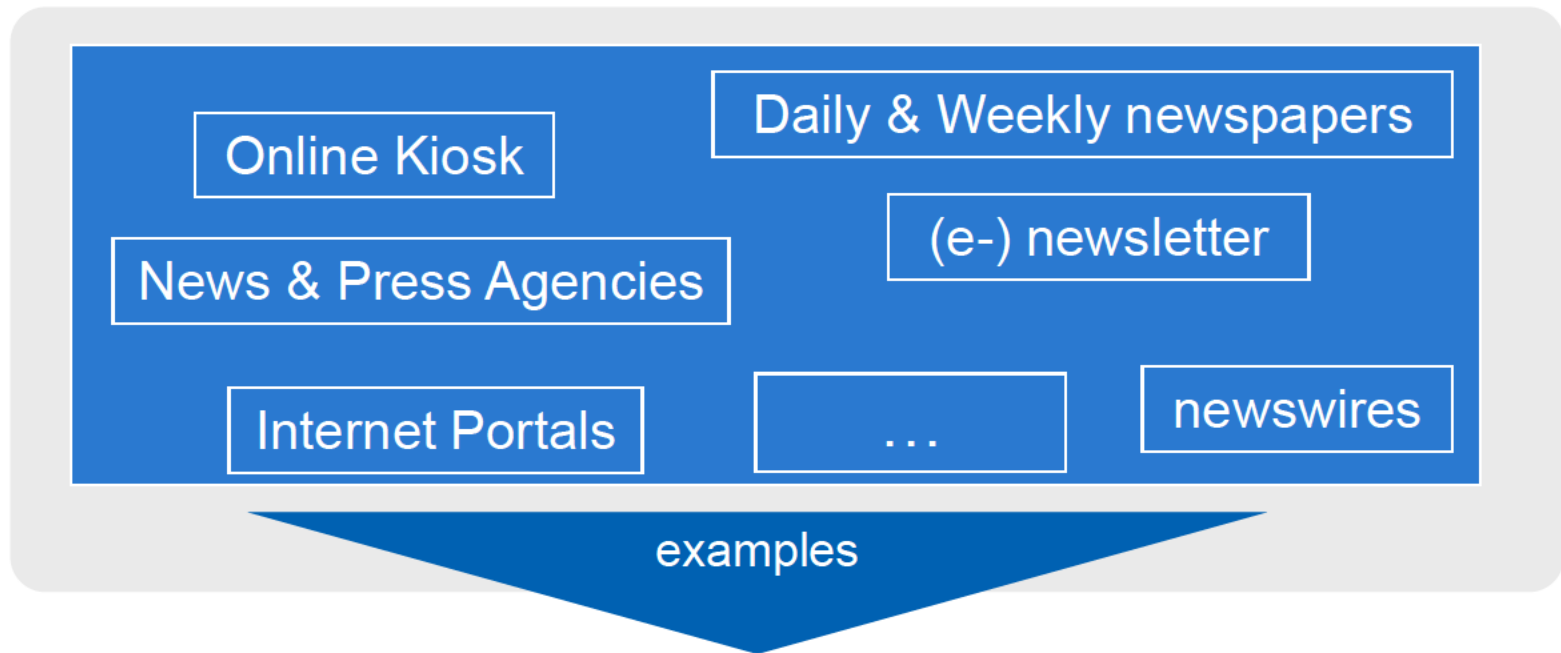
- Industry Reports from Banks: Reports which are made by the macroeconomic departments of banks and are used to understand the markets and industries esp. for SMEs
  - DB research, IKK, **Feri Economics**  
<https://www.feri.de/ag/newsroom/>

# 13 Market and Industry Information | Associations

Associations are important information resources for market and industry information (product catalogues, register of members etc.), esp. in Germany where you find a highly distinctive structure of associations

- Oeckl Deutschland / Oeckl Europa
- Portals of Associations (e.g. [www.verbaende.com](http://www.verbaende.com))
- Reference books for Associations, Authorities and Organisations
- ...

# 14 Press News



- Handelsblatt
- Factiva
- DPA, Agence Press
- Financial Times
- Blendle (App)
- Infront
- Google News
- FAZ Net
- ...

# 15 People Information



Why do companies need information on people ?

- search for new personnel
- assessment of new business partners, clients, customers or staff

Sources relating to people information

- Archives
- Company databases and databases on people
- Press information e.g. newspapers, journals etc.
- Networks ...



# 15 People Information

## People archives

- Who's who in the European Business and Industry
- Marquis who is who
- Munzinger Archiv
- Creditreform etc....

## People database groups

- Lexis Nexis Library people
- Genios: joint databases on people information
- BISNODE: Company DB incl. 1 Mio Managers

## News out of the press

- Forbes
- Manager Magazin
- daily and weekly newspapers
- industry journals

## Social Media

- LinkedIn | Xing
- Facebook | Instagram
- TikTok

# 15 People Information | Example Genios DB



kuerschner.info



	Managerprofile		GENIOS Manager Dossiers	Politiker-biographien	People in Business	European Business Manager
	Daten zu <b>610.000</b> Personen im Management.  Inkl. Tätigkeitsefeldern, Position & Kontaktdaten		Bündelt Infos zur Person aus versch. Datenbanken. Aus den Handelsregister-Bekanntmachungen, WHO'S WHO European Bus. Manager und content5	Ca. 630 Kurzbiographien  Zu den aktuellen Mitgliedern des <b>Deutschen Bundestages</b>	Kurzbiographien zu <b>Topmanagerbörse</b> <b>nter-tierter int. Unternehmen</b> inkl. Finanzkennziffern sowie Management Scorecard bzgl. des Einflusses auf die finanzielle Performance	Kurzviten von über 2.300 Managern der <b>Top 500 Unternehmen des jeweiligen Landes</b>
	Deutschland		Deutschland	Deutschland	weltweit	Europa
	Deutsch		Deutsch	Deutsch	Englisch	Englisch

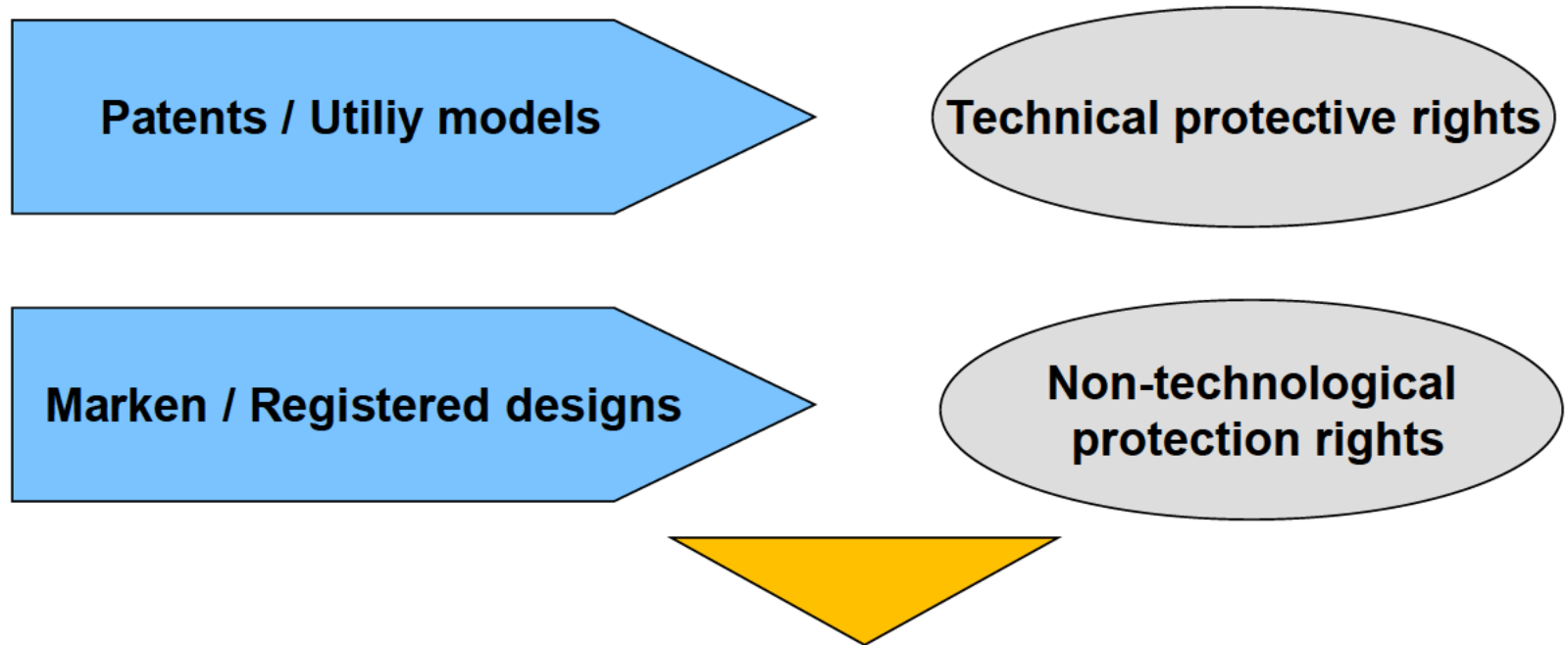
# 15 External expert networks

What are external expert networks (EEN)?

- Gaining knowledge from experts via specified companies
- Expert knowledge on very different subjects, markets and industries (interviews & more)
- Answers to very specified questions



# 16 Patents & Trademarks



**Only patent applications involves an examination of the the content – otherwise there is only a formal check.**

# 16 Patents & Trademarks

## Kostenpflichtige Datenbanken

- PATDPA (**Deutsches Patent- und Markenamt**)
- INPADOCDB (**International Patent Documentation Center**, ab 1836)
- **Caplus: (Patentrecherchen im Bereich Chemie, 31 Mio. Dok.)**
- DWPI: (**41 Patentbehörden, gute Abdeckung asiat. Patente**)
- PATE ( **PATA: Europäische Patentanmeldungen; PATB: Erteilte europäische Patente; PATO: Weltpatentanwendungen**)
- **REGISTRY: weltweit größte SubstanzDB**
- **USPATFULL: 5,4 Mio. Volltexte des Patentamtes d. USA inkl. Gebrauchsmuster**
- **Questel: Interpretation von Patentdaten**

## Kostenfreie Datenbanken

- **DEPATISnet.dpma.de (dt. Patentamt: ca. 66 Mio Patente aus über 70 Ländern > für dt. Dokumente Volltextrecherche mgl. )**
- **esp@cenet (Europ. Patentamt)**
- **WIPO – Patentscope (Internat. Patentanmeldungen [www.wipo.int](http://www.wipo.int))**
- **FreePatentsOnline (USA, Europa, Japan) – Google Patents, Wiki Patents**

# 16 Patents & Trademarks

## Studie der Bertelsmann Stiftung zu Patenten von Juni 2020

- Untersuchung von Patentportfolios von 2000 – 2019
- USA unangefochten Nr. 1
- China und Südkorea haben stark in den letzten Jahren im Bereich Weltklassepatente aufgeholt
- China ist stark im Bereich Recycling und Ernährung
- EU ist stark im Bereich Windkraft und Functional Food
- Deutschland ist Nr. 1 im Bereich Maschinenbau und hat die 2meisten Impfstoff Patente (Weltklassepatente)
- USA: sehr gut und pragmatisch bei Forschungs Kooperationen zwischen Universitäten und Unternehmen