

HK SHOP + EXPO

MISSION STATEMENT

Why? We enjoy being transparent – both in contact with our customers as well as internally. In addition, we don't do anything without a plan, but we rather act goal-oriented and consciously. We do not ramble on, instead we put down in writing, on a piece of paper, what is important and make sure it makes sense. In short: we think and act as specifically as possible.

In the mission statement at hand, we shed some light on who we are and what we do. We describe what you can expect from us as well as the expectations we have in ourselves – both today and in the future.

The mission statement is the embodiment of life in our day-to-day work – authentic and sensible, when it finds wide-spread acceptance among and is implemented by everybody involved in the company.

The mission statement is our guideline, an orientation and decision-making aid that also reflects our values.

A mission statement makes sense internally:

- + when it serves to assure and optimize quality
- + when it serves to assist in taking actions and making decisions
- + when systematizing processes in order to effect safety and sustainability
- + as an identity foundation that motivates and promotes a common goal
- + so that we know where we stand
- + to think and act future-oriented

A mission statement makes sense externally:

- + when it offers information to customers and interested parties
- + when it shows that we have our bearings
- + when it creates transparency and trust
- + because it is another mark of quality

THE MISSION STATEMENT OF HK SHOP+EXPO

1 Service portfolio

What demand do we want to satisfy with our service portfolio?

- + Good consulting
- + Good work
- + Planning and installation for trade show construction, shop fixtures and more
- + Project planning
- + Logistics
- + Service

2 Requirements for service portfolio

Which fundamental requirements should our services comply with?

- + to handle work on time and on schedule
- + to effective and clean execution using proper craftsmanship
- + to provide the customer goal-oriented with our many years of diverse experience and knowledge
- + to make a lot of things possible, but also not hesitating to state what is impossible to achieve and to ultimately reject the impossible
- + to take a burden off the customers' shoulders
- + to offer a good price/performance ratio
- + to be open to innovation and to be an innovator
- + to perform above and beyond what is expected

3 Geographic reach

- + We operate worldwide

4 Market position

What is our market position? Where are we heading?

- + With a lot of major customers we have already established ourselves as a reliable partner
- + Our good price/performance ratio is convincing
- + Our good work does the convincing
- + We are highly flexible and can react on short notice
- + Long-term, we want to further establish us on the market

5 Behavior towards market partners (customers, suppliers, banks, environments, staff, etc.)

Which principles should control our behavior?

- + Our behavior is based on mutual respect
- + Customers and other business partners are provided with serious advice, served courteously and receive friendly treatment
- + We are solely interested in solid relationships
- + We pay our payables on time
- + A good foundation of trust is very important to us

6 Realization and distribution of profits

What are our basic objectives?

- + Fundamentally, all parties involved should profit from the company's profit to a healthy degree

7 Attitude with respect to the government and the employees

What is the guiding principle of our business activities?

- + We act within the framework of the free social market economy and respect the government and its institutions
- + We actively work together and pay our taxes in Germany
- + We take our social responsibility towards our employees serious

8 Employees

What is our basic position with respect to employees' concerns?

- + We value and respect one another
- + We promote employee co-determination
- + We adhere to our contracts
- + We take suggestions seriously and strive to check and implement them
- + We pay salaries commensurate with performance
- + We inform as best we can
- + We take our social responsibility towards our employees serious
- + We strive to further educate and motivate our employees

9 Management of employees

What are the principles of our employee management?

- + a cooperative style
- + employees are entitled to competent management
- + an open communication
- + we also take private matters serious
- + to promote performance and to motivate

10 Technological guiding idea

- + We strive to optimize our business structure, and to analyse and optimize our work processes
- + We use facilities, machines and motor vehicles that are safe to operate
- + We are always open to innovations, but we test them for feasibility and check the cost/benefit ratio
- + We use high-quality tools, materials and products
- + We comply with the statutory safety regulations