

HAPPY BIRTHDAY

HILL celebrates 15 years of business operations in Central Eastern Europe.

As the pioneer in Central Eastern Europe personnel consultant Othmar Hill realized the potential of the region at an early stage and started to expand in an eastward direction.

Already 15 years ago Othmar Hill, founder and president of the personnel consultancy HILL International, realized the significance of the emerging markets of Central Eastern Europe and started the expansion of the HILL network in an eastward direction as Austria's pioneer.

While domestic competitors still put their focus on Western Europe, HILL established offices in Budapest, St. Petersburg, Prague, Bratislava and Belgrade within only two years after the opening of the Central-Eastern markets in 1989.

Today HILL International is represented by soundly operating offices in all major states of Central Eastern Europe from Hungary to Kazakhstan leading the market in many of them. The network of 15 subsidiaries in Central Eastern Europe makes HILL International the largest personnel consultancy in the region. HILL operates in 22 countries with 30 office employing about 260 consultants (among them approximately 140 business psychologists).

HILL has never been a headhunter but has always put an emphasis on developing well-founded and scientific selection methods. This clearly differentiates HILL from its competitors. HILL's approach of humanistic business psychology is especially effective even in hectic, highly dynamic surrounding conditions. The combination of efficiency and humanistic

interaction will be of increasing significance in the future. HILL's future expansion is targeted towards Asia and Western Europe in order to take full advantage of our role as promoters in times of global integration.

HILL's History in CEE

1975	Formation of the company in Vienna/Austria
1986	Start of building up the HILL network in CEE: First franchise negotiations with Hungarian business partner
1989	Market entry Hungary Market entry Russia
1990	Market entry Czech Republic Market entry Slovakia Market entry Serbia-Montenegro and Macedonia (former Yugoslavia)
1991	Market entry Bulgaria
1992	Market entry Romania Market entry Poland
1993	Market entry Slovenia
1996	Market entry Bosnia-Herzegovina Market entry Croatia
1997	Market entry Kazakhstan
2002	Market entry Ukraine
2003	Market entry Latvia



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Visionary Othmar Hill turned HILL International into a leading personnel consultancy in CEE.

HILL's offices in Central Eastern Europe

HILL successfully operates office in 15 major countries in Central Eastern Europe.

> Hungary

HILL Budapest, the first HILL office outside Austria, was established in 1989. Originally its business focused on personnel search and selection but today it is also conducting personnel and organizational development. Further branch offices in Pécs, Szombathely and Debrecen strengthen HILL's market position in Hungary.



> Czech Republic

HILL Prague was founded in 1990 by Eva Dohcevicova, Alena Urbankova, Jan Zverina, Leos Dittman and Kristina Hill. Later in 1994 Franz Hill joined the team of HILL Prague as a partner. Today HILL Prague operates as a full-service personnel consultancy applying the HILL methodology. Currently the team consists of 10 employees and 10 external specialists (coaches, trainers).



> Russia

When HILL St. Petersburg was founded in 1989 it was the first personnel consultancy on the market. Later the HILL team including Jan Zverina and Natalia Koulikowa moved the office to Moscow. Surviving the difficult conditions of the Jelzin area and the devaluation of the Ruble in 1998 the nine members of the HILL Moscow team successfully operate from their office located in the World Trade Center.



> Slovakia

Shortly after the overthrow HILL started to work in Slovakia through its office in Prague. After the separation of the Czech Republic and Slovakia this was not possible anymore. Therefore a representative office was established in Bratislava. Jan Zverina was joined by Peter Tomasch and in 1995 the company's name was changed to HILL International. Today HILL Bratislava employs four consultants and continues to expand further.



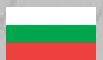
> Serbia-Montenegro and Macedonia

HILL Belgrade was established in 1990 by Nenad Jovicin and Dragan Candric covering the whole area of former Yugoslavia. As the first personnel consultancy on the market HILL created a need for its services in the local market and today offers search and selection as well as personnel and organizational development. The Macedonian market is also covered by HILL Belgrade and two collaborators in Skopje.



> Bulgaria

Othmar Hill started to work collaboratively with the Bulgarian Institute for Development of the Industry in 1989. In 1991 Aleksander Aleksandrov established the management consultancy CONSULTEX 99 based in Sofia representing HILL in Bulgaria. Three years later the company focused its service portfolio on human resources management and changed its name to HILL International.



HILL INTERNATIONAL

> Romania

HILL first started its business operations in Romania due to a contract with Coca-Cola. Officially HILL Bucharest was established later in 1992. Back then HILL was the first personnel consultancy offering search and selection on the market. Today HILL Bucharest has a large network of national and multinational clients and candidates leading the Romanian market.



> Croatia

HILL Zagreb was established in 1996 after the split-up of former Yugoslavia. It was the first consultancy offering recruiting services in the area and has successfully worked with a large number of local and international firms of various profiles. Currently the team consists of five members.



> Poland

HILL Warsaw started its business operations in 1992 and has been growing ever since. Anna Wisniewska is Finance Manager and Elzbieta Tomczuk is Sales Manager. Currently three consulting teams consisting of eight employees and seven freelancers service the clients.



> Kazakhstan

In 1997 Lyudmilla and Aleksey Kravtsov wanted to be the first to bring European standards of search and selection to the Kazakhstan market and therefore founded HILL Almaty. Today the team consists of five people, among them two psychologists, and clients include international companies such as Siemens, Ratiopharm and British Gas.



> Ukraine

HILL Dnepropetrovsk was established in 2002. Its first clients were Kotanyi (Austrian spices producer) and Polifarb (Polish paint producer). In the following year the team also acquired local clients and opened a branch office in Kiev in July 2003. The team of three consultants plans to expand further.



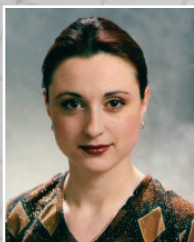
> Slovenia

In 1993 HILL entered the Slovenian market as the first international personnel consultancy and established an office in Ljubljana. Today the five team members offer search and selection including the HILL Competence Analysis®, interviews and assessment centers to national and international clients.



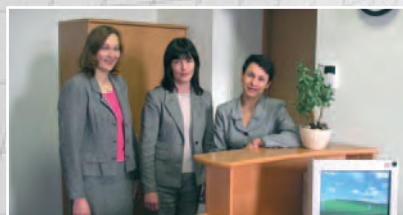
> Bosnia-Herzegovina

HILL Sarajevo was founded in 1996 right after the war. In fierce conditions a team of two started operating the business and has become the Bosnian market leader by today. Clients include both national and international companies.



> Latvia

The most recently founded HILL office in Central Eastern Europe is HILL Riga. In 2003 Daina Ozolina and Oleg Pavlov started their business operations in Latvia. The team of five has already acquired local and international clients during the short time since the foundation and offers search and selection of personnel.



Once upon a time there was...

At HILL we do serious business ... but always with a smile. So here are some amusing anecdotes from HILL offices in Central Eastern Europe.

> When HILL Bucharest started its business operations answering machines were still very uncommon in Romania. One day when a HILL consultant answered the phone according to the HILL guidelines with »HILL International. Good afternoon.« there was no answer. So the consultant repeated »Good afternoon. How can I help you?«. After a short break he heard a man asking in broken English »Are ... you ... a robot?«.

> In 2002 Prague was flooded. The center of the city was closed for security reasons. Therefore the HILL Prague team could not get into their office for a week. Step by step the city was cleaned and reconstructed with many difficulties, especially the lacking power supply. For more than a week Martin Fryc, the Office Manager, was trying to get a power generator to have electricity in the office. Finally he got one, but only one hour after its installation electricity was turned on again.

> For one of their clients HILL Warsaw placed a job ad in the newspaper that the client was looking for a corporate pilot with a license for operating small planes. HILL received a lot of phone calls from pilots but there was also a call by a big insurance company that wanted to submit a bid for insuring HILL's planes (even though they didn't own any). Nevertheless it's great to know that HILL is regarded as so powerful that it possesses its own planes.

> In 1990 HILL started its business operations in the Czech Republic. At that time job advertising in daily newspaper was not established as a tool for recruitment. One day, Eva Dohcevicova had an appointment with a newspaper because she wanted to place an area advertisement. The head of the newspaper's advertising department looked at her with big

surprise not knowing what she wanted. Eva had to explain in detail why she wanted to place such an ad. One can say that due to HILL Prague's activities daily newspapers in Czech Republic got to know job advertisements.

> One day a young gentleman came to the HILL office in Belgrade. When greeted by one of the recruiters he did not introduce himself; he just said that he had an appointment at 11.30. Since the consultant understood that he was a candidate who came for an interview, she handed him an application form asking him to fill it out. The gentleman seemed to be slightly confused and eventually the HILL consultant realized that she was talking to a potential client that had an appointment with the general manager. It, of course, ended with laughter on both sides as the gentleman introduced himself and was led to the meeting room. He added jokingly that nevertheless he would be willing to fill out the application form if HILL had a great job opening for him.

> A candidate had an interview with a consultant of HILL Bucharest. During the course of the interview it became

obvious that the candidate had a good profile but seemed to lack motivation for the job vacancy. When asked at the end of the interview he admitted that he was not really interested in the relevant position and explained »I just wanted to know if I was good enough to be invited to an interview by HILL. Now I know what I am worth!«.



Captain Othmar Hill
– always being at the helm, he knows which direction to go.

Editorial

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