



Press Release

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maihiro receives award as Top Innovator

Company from Ismaning receives placing in "Top 100" / Honoured by Ranga Yogeshwar at the German Summit for Medium-Sized Businesses

Ismaning - For more than 20 years, the "Top 100" seal has stood for the power of innovation, the thirst for information, and team spirit. On June 27th, it is time once again for Germany's most successful creators of ideas to receive this sought-after award. "Top 100" mentor Ranga Yogeshwar will honour the companies during the German Summit for Medium-Sized Businesses, in Essen. Compamedia, the initiator of the "Top 100" is expecting more than 1000 guests at the event. Yet again for the second time, Maihiro GmbH from Ismaning is one of the top innovators.

Maihiro GmbH from Ismaning, recipient of a "Top 100" award, knows very well what makes customers tick and how to keep them. Therefore, this top innovator offers consultancy and solutions in the area of Customer Relationship Management or customer care. Assessment and analysis of company-related data is also an important occupational field of this Bavarian business consultancy.

The company, founded in 2000, is among the top members of its industry both nationally and internationally. Now it has received a second award for top innovation. The success is easy to see: In the past three years, its growth rate was 15% higher than the industry average. A cultivated business climate and a constructive environment without friction are an important basis for innovative and creative work, according to maihiro manager Uwe May. Qualified employees are introduced to management tasks through a management training programme, and encouraged via individual coaching. All 105 company employees receive the benefit of the ongoing development programme "maiCareer". "Enjoyment of work, together with a well-developed sense of quality - that is the best way to describe us," says Uwe May. This family business offers an average of twelve ongoing education days to every employee each year.

For Uwe May, winning a "Top 100" award is something very special: "Being awarded the 'Top 100' seal proves that we are successful with our business principles. But we certainly aren't resting on our laurels. Rather, we will continue to develop ourselves more and more, so that we can offer our customers the best service.

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RESTRICTION

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CLAUSE



A challenging selection process precedes the leap into the "Top 100". Innovation researcher Professor Nikolaus Franke and his team from the Institute for Entrepreneurship and Innovation at the Vienna University of Economics have examined the applications of 247 companies. 148 of them received an award as top innovators in three size categories (maximum 100 companies per size category). Innovation management and innovation success are the focus of the examination.

"The 'Top 100' are those who succeed excellently at transforming their ideas into market successes. That is the hurdle where many other companies fall. The top innovators master this challenge with a highly developed team spirit, efficient processes and often also with the early inclusion of customers and external partners in their development," says Professor Franke.

A glance at the numbers shows how good this year's "Top 100" really are: The list includes 65 national market leaders and even 21 global market leaders. Together, the top innovators registered almost 2100 national and international patents in the past three years. The power of innovation gives these companies remarkable success: 82% of them grew more than their industry averages between 2011 and 2013 - an impressive 22% on average. They earned 41.6% of their turnover with products new to the market or innovative improvements. For comparison: The average growth rate of all medium-sized businesses in Germany is only 6.8%. 62% of the "Top 100" are family businesses.

The Mentor

The mentor of the "Top 100" is journalist and TV host Ranga Yogeshwar.

Scientific guidance and collaboration partners

Since 2002, the award's research guidance has been in the hands of Professor Nikolaus Franke from the Institute of Entrepreneurship and Innovation at the University of Economics in Vienna. Franke's research focus points are entrepreneurship, innovation management, and marketing. This researcher is a global expert in user innovation. The Fraunhofer Society for Applied Research is a "Top 100" project partner. More information at www.top100.de.

compamedia, mentor of the best medium-sized businesses

Compamedia GmbH, founded in 1993, has 19 employees and organises the national company comparisons "Top 100", "Top Job", and "Top Consultant", and also instigated the ethics alliance "Ethics in Business". It accompanies and awards medium-sized businesses that are achieving excellence in the areas of innovation, personnel management, consultancy and the social responsibility of companies. compamedia works with famous universities in all its projects.

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