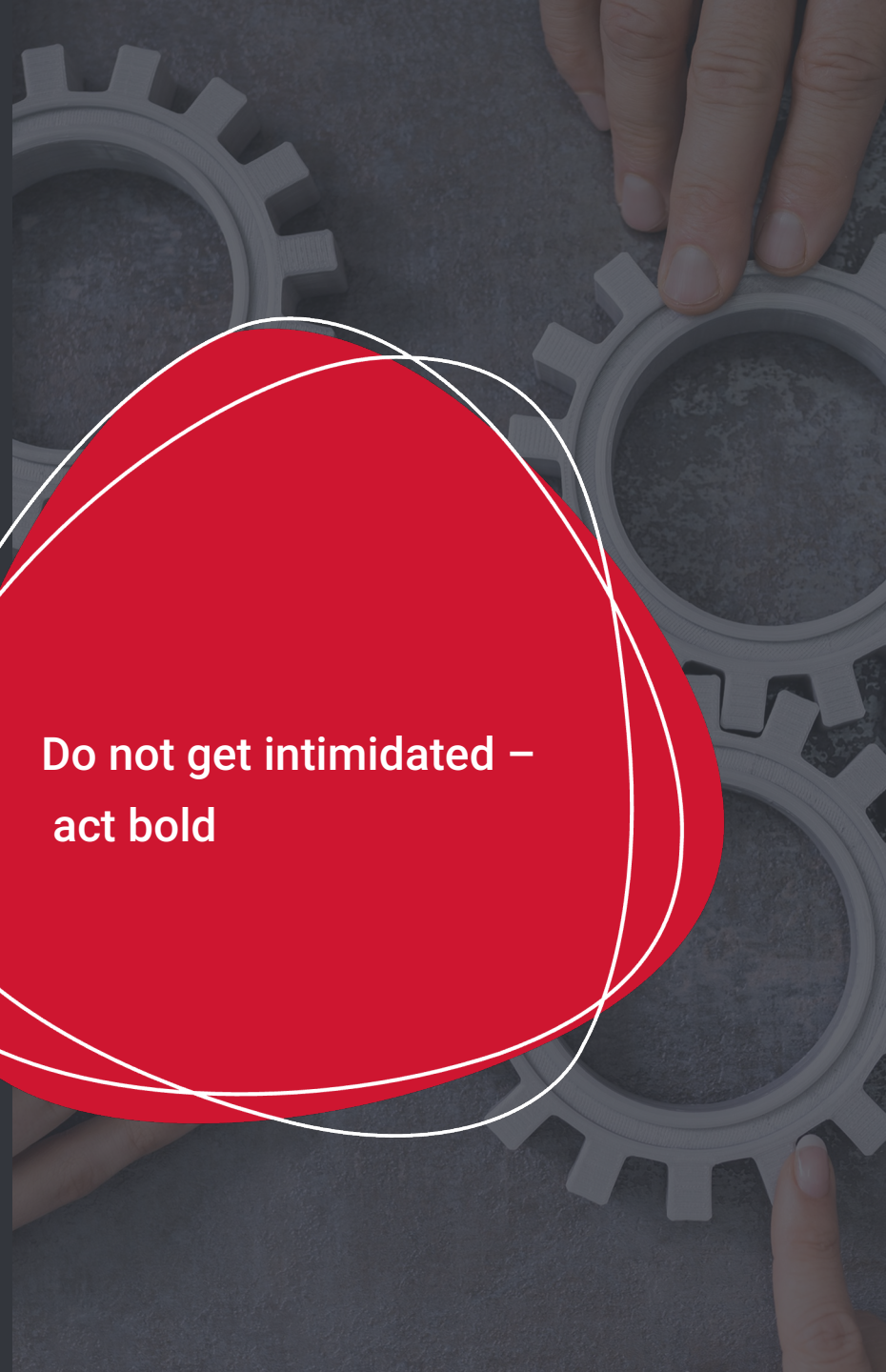
German-Lithuanian Business Impuls

Linpra Webinar

November 19th, 2026



TRAININGS MANUFAKTUR CONSULTING

TrainingsManufaktur Dreiklang GmbH & Co. KG
www.trainingsmanufaktur.de

Don‘t get intimitaded by the size of the German market – be bold! A few insights into different cultures and approaches…

… based on doing business in Lithuania and Germany

Experiences with the Lithuanian market

- strong networking culture
- agile and pragmatic approach on business
- growing economy and strong IT backbone

- low bureaucracy
- government and business work hand in hand

- need to export and think international
- culture of cost saving and focussing on costs
- not aggressiv and bold enough towards the German market
- more dynamic thinking and persistency needed

Experiences with the German market

- super loud market, ghosting is normal
- high risk aversion
- leadership crisis and longest rezession in history

- extremely high bureaucracy
- government and business are working in complete different directions – uprising frustation and mistrust

- need to save cost and reduce the German risk
- history of focussing on quality
- Lithuania is still some kind of terra incognita

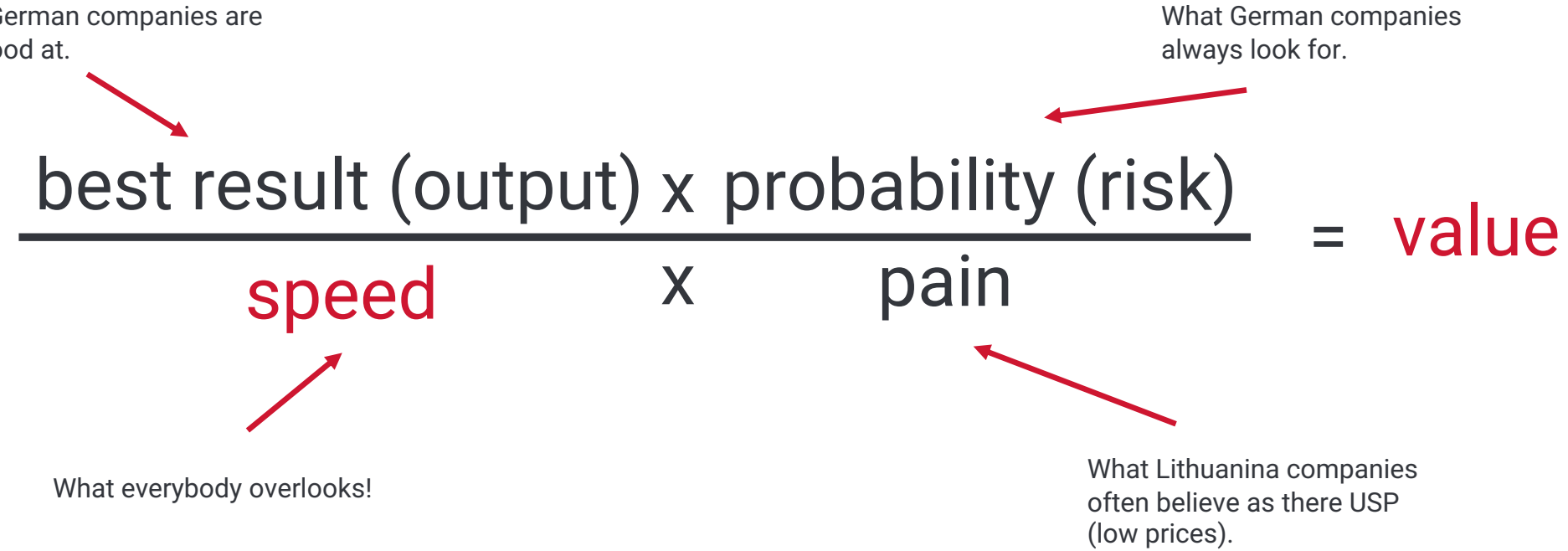
Be proud, be aggressiv, be bold and be persistant! You have value to offer.

There is a niche many Lithuanian companies overlook and it is not the price for your products: It‘s speed!

You have far more to offer than low prices

What German companies are very good at.

What German companies always look for.



What everybody overlooks!

What Lithuanina companies often believe as there USP (low prices).

Our approach is the interaction of Operational Excellence with Digital Solutions and Transformation Enablement.

What We Do

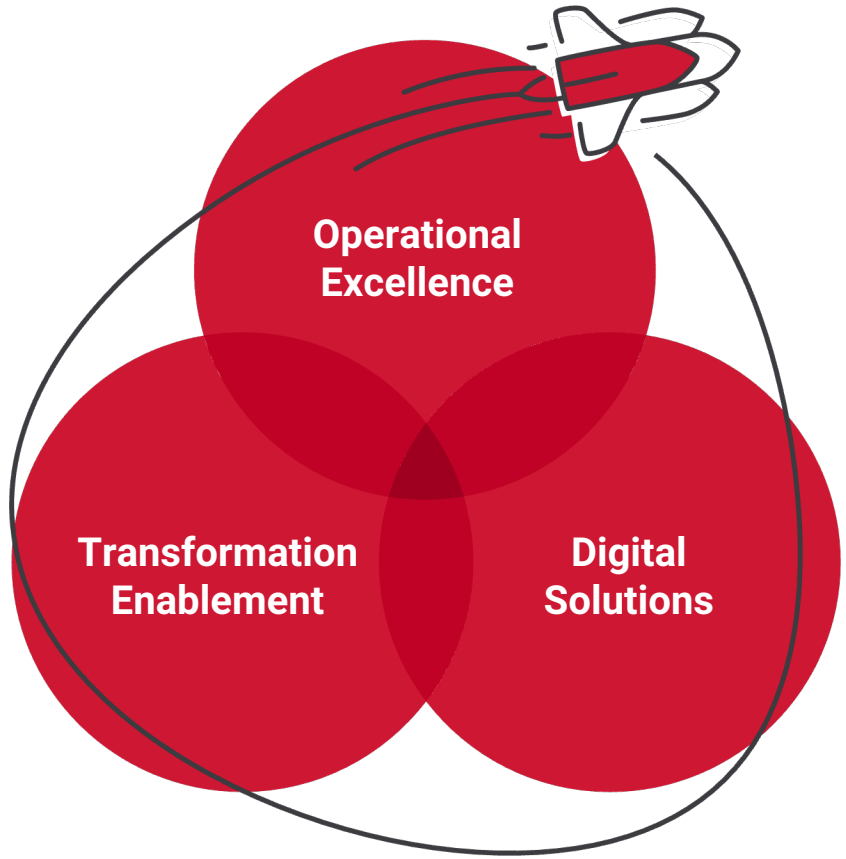
Performance Enablement

Our Goal

Effective change that benefits your company

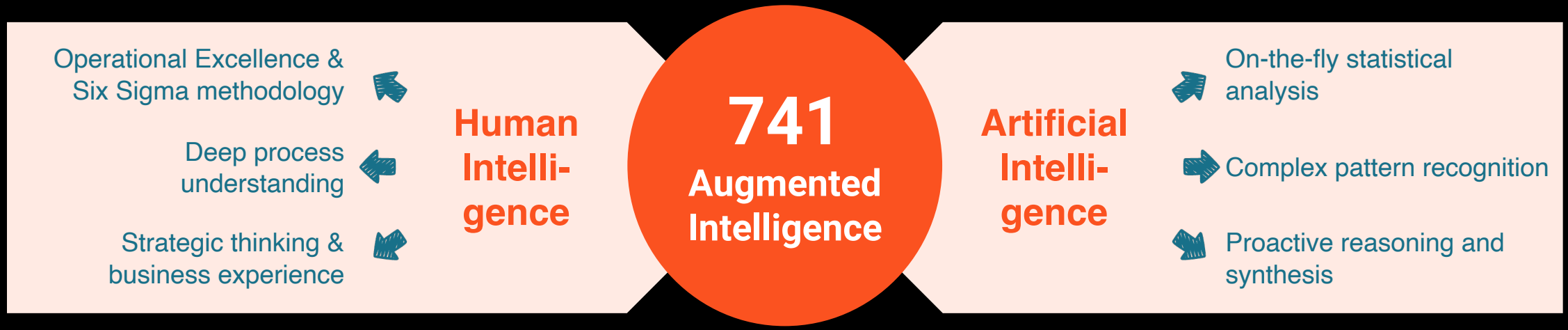
More than 20 years of project experience in the manufacturing industry have shown us that this synergy is the decisive factor for achieving true excellence in companies.

financially effective | culture-changing | eye-opening



We don’t replace human leadership, we augment it: operational excellence and business strategy meets machine speed!

Our approach: Augmented Intelligence



Human-led

Us humans remain the strategists – the AI platform provides the most powerful analytical tool we’ve ever had.

Dialogue-based

Instead of static reports, insights emerge through an interactive dialogue between the team of experts and the AI.

Guided by methodology

Raw computation without structure is useless. We channel the machine's speed through proven methods and experience.

Your contact person



Thomas Niggemeier
Founder and managing partner

TrainingsManufaktur Consulting
Operational Excellence consultancy for Germany's industrial and mid-market landscape

Seminarräume Holzhafen Hamburg
Exclusive seminar room location at the Hamburg Elbe

741 Augmented Intelligence
Augmented Intelligence for Enterprise data – our new venture in Lithuania!

TRAININGS MANUFAKTUR CONSULTING

TrainingsManufaktur Dreiklang GmbH & Co. KG
Große Elbstraße 47 | 22767 Hamburg
E-Mail kontakt@trainingsmanufaktur.de
Tel. +49 (0) 40 6963 8602-0
www.trainingsmanufaktur.de