

FOR IMMEDIATE RELEASE

## **Altios Celebrate 25 Years of Growth in Germany & India: Dual-Brand Strategy Unveiled to Power Internationalization**

*German Office Rebrands as Altios Germany; India Retains Maier+Vidorno Legacy to Deepen Market Focus*

*Anniversary celebrations kick off with Rhine River event in Cologne, culminate in India with high-powered summit*

**Cologne, Germany – 1 July 2025** – Global internationalization experts Altios today launch the 25th-anniversary celebrations for their German and Indian subsidiaries by announcing a strategic dual-brand evolution. Effective immediately, the German office transitions to Altios Germany, while India operations retain the Maier+Vidorno name – a move designed to strengthen support for the German Mittelstand across 25 countries while maintaining unparalleled focus on India's dynamic market. The rebranding was marked today with a milestone celebration on the River Rhine in Cologne.

### **A New Chapter for Global Ambitions**

The transition to **Altios Germany** solidifies the group's position within the 40-office Altios global network, empowering German Mittelstand companies to navigate economic headwinds through strategic international expansion. "Amid geopolitical tensions and supply chain disruptions, internationalization is no longer visionary – it's survival," stated **Klaus Maier**, CEO of Altios Germany and M+V co-founder. "As Altios Germany, we merge 25 years of German operational excellence with global infrastructure to become the *Auslandsbüro (foreign office) of the Mittelstand*."

### **Why Two Brands, One Mission?**

- **Altios Germany:** Leverages a 40-office global footprint to help German companies enter 25 key markets – combining strategy (M&A, market entry) with boots-on-ground execution (HR, compliance, logistics).

- **Maier+Vidorno India:** Continues its legacy as **India's largest foreign business incubator**, offering specialized operational support (accounting, HR, factory setup) for global companies entering the world's fastest-growing major economy.

"We stay pragmatic," emphasized Maier. \**"In India, we ARE Maier+Vidorno – that trust and deep expertise are irreplaceable. Altios Germany gives our Mittelstand clients instant global recognition and reach. Together, we deliver Internationalization 360: strategy fused with execution."*\*

## 25 Years: From Bombay Beginnings to Global Powerhouse

Founded in 2000 when Klaus Maier traded New York for Mumbai, M+V pioneered hands-on internationalization support – rejecting traditional consultancy models. *"We never wanted to be the consultant who took the shepherd's dog,"* Maier quipped, referencing his founding ethos. Today, the group:

Manages payroll for **4,000+ employees** and back-office operations for **250+ foreign companies** in India.

Supports **2,500+ market analyses**, **1,500+ entity setups**, and **10,500+ clients** worldwide via Altios.

Runs **7 Indian offices** and **40+ global locations** in **25 countries** with **500 specialists**.

## Anniversary Celebrations: Global Unity, Local Focus

- **July 1 (Cologne):** Rhine River event marked Altios Germany's launch, attended by clients and partners.
- **End July (India):** M+V India hosts its **annual High-Power Sales Summit** for Indian managers of foreign subsidiaries, followed by an all-hands gathering of 300+ team members across 7 offices to strategize for "the next 25 years in the world's fastest-growing economy."

## The Road Ahead: "Internationalization 360"

The group's **"Internationalization 360"** strategy ensures clients avoid fragmented support:

- **German Mittelstand:** Gain end-to-end expansion (strategy → operations) into 25 markets via Altios Germany.
- **Global Companies:** Access India's growth via M+V's unmatched on-the-ground execution, now enhanced as the group's **Global Capability Center** (e.g., global IT hub).

"We don't just design journeys – we walk them with you," Maier affirmed. "That's why 1 in 7 companies survive 25 years... and why we thrive."

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### **About Maier+Vidorno (India)**

For 25 years, M+V has been India's premier operational partner for international companies, offering market entry, finance, HR, logistics, compliance, and factory setup services. With 7 offices and 300+ professionals, it remains India's largest foreign business incubator. [www.maier-vidorno.com](http://www.maier-vidorno.com)

### **About Altios Germany**

Altios Germany empowers the German Mittelstand to globalize with confidence. As part of the Altios International network (40+ offices, 25 countries), it delivers strategy, M&A, and operational execution for seamless market entry worldwide. [www.altios.com/germany](http://www.altios.com/germany)

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[Altios Germany/M+V India Logo Pack]

### **Note to Editors:**

Klaus Maier and regional leads are available for interviews.

High-res visuals: Cologne event, India team, infographics.