

G E R M A N A M E R I C A N

TRADE

J A N / F E B 2 0 1 0

CALIFORNIA: THE GOLDEN STATE

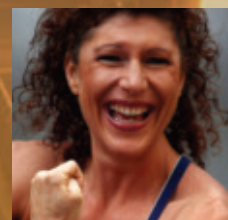
SPOTLIGHT: GACC 2009 REVIEW

A Fresh Start
for the Transatlantic
Economic Council,
Dr. Bernd Pfaffenbach



German American Business Outlook
Annual Survey among German Firms in the U.S.

"From Country Girl
to Miss Universe"
Dreamcatcher
Angela Beyer



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern



Providing top quality solutions to our customers

Implement innovative, transformational ideas with T-Systems

Looking for a service provider that offers flexibility, efficiency and sustainability? T-Systems, a member of Deutsche Telekom, one of the largest technology companies in the world, can provide you with this and more. With 46,000 professionals in 26 countries worldwide, and a portfolio of 400 major customers, T-Systems has grown to be a leading global ICT provider.

We can deliver boundary-less anytime access to communication services for global enterprises, flexible technology via computing and infrastructure services as a completely hosted solution, a next generation workplace through a breadth of desktop and device service capabilities, and innovation and market leadership with our systems integration and application management services.

For more information please visit www.t-systemsus.com or call (888) 700 - 8234



EDITORIAL

A Fresh Start

In California, The Golden State, find out why clean technology is being heralded as California's next gold rush.

Our 2009 Review looks back at everything we have achieved in the past year. Most of all, German firms in the United States have maintained a positive outlook, three quarters expect moderate growth in 2010. This is one of the key findings of the first joint survey, the German American Business Outlook.

In A Fresh Start for the Transatlantic Economic Council, Dr. Bernd Pfaffenbach, State Secretary in the Federal Ministry of Economics and Technology, Germany explains some of the challenges that have been faced by the TEC, and what we can look forward to in 2010 as new trade agreements are forged between the United States and the European Union.

Are you spending more than you should importing goods to the U.S.? Mark K. Neville, Jr. shares how to best navigate and become an active participant in the often complicated U.S. Customs Process in **Owning the Customs Process**.

Then, read about German-born Miss Universe and her path towards all-natural body building in **DreamCatcher: From Country Girl to Miss Universe**.

The German American Chambers of Commerce wish you the best in 2010.



Stefanie Jehlitschka
Assistant Editor, Atlanta
sjehlitschka@gaccsouth.com

Stefanie Jehlitschka



TRANSATLANTIC TICKER

German American Company News 4

COVER STORY

California – The Golden State 6

SPOTLIGHTS

GACC 2009 Review 10

A Fresh Start – 2010
for the Transatlantic Economic Council
Dr. Bernd Pfaffenbach 25

Washington Update: The Obama Presidency –
One year of fighting a spiraling economic downturn 28

SPECIAL REPORT

German American Business Outlook Annual Survey 17

BUSINESS TOOLS

Owning the Customs Process
Smith, Gambrell & Russell, LLP 32

DREAMCATCHERS

From Country Girl to Miss Universe
Angela Beyer 35

MEMBER PROFILE

Alameda Global Consulting 38

German Roots
Saratoga Cheese and Saratoga Biogas 40

EVENT CALENDAR

Events & Delegations: January/February 2010 43

PAST GACC EVENTS

GACC Highlights: November/December 2009 44

BOARD TALK

Dr. John Gatto, NRW Invest LLC
Think global – act local 46

Schott Solar expands with 60 hires in Albuquerque

Schott Solar Inc. announced it has hired 60 employees so it can start making its photovoltaic panels around the clock. The new hires come less than nine months after Mainz, Germany-based Schott AG opened its 200,000-square-foot Albuquerque manufacturing plant, the company's flagship facility in North America. Gerald Fine, president and chief executive of Schott North America, said the new workers bring the company to a total staff of 350 people, a level it plans to keep for the

immediate future. "We just feel it's important that we let everybody know that we are honoring the commitments that we made to the community," Fine said in a telephone interview. The hires nearly double the number of production technicians working for the company in New Mexico. The photovoltaic production line, which makes the panels that capture the sun's energy and convert it to electricity, will have 160 employees and run at full capacity, seven days a week and 24 hours a day, by the end of December. • *Bloomberg*

Solar energy to make huge strides in U.S. market

The U.S. is poised to overtake Germany as the world's largest solar energy market, a study from GTM Research says. GTM Research, a subsidiary of Greentech Media, issued this week a report entitled *The United States PV Market: Project Economics, Policy, Demand and Strategy Through 2013*. Driven largely by new residential and utility-scale solar power installations, installed solar capacity will more than double by 2013, the report suggests. This year, GTM estimates, 440 megawatts of solar projects were installed in the U.S. - a significant uptick from 2008's 320 installed megawatts. But in 2011, 1,212 megawatts will be put into service. The research firm credits government incentives as a driver of the booming growth in

solar energy generation. And state governments' policies are driving solar adoption, too. While California will remain the biggest state market for solar projects, "second-tier" states will install significant amounts of solar power by 2012. Success for solar energy companies "is contingent on competing in the five to seven second-tier demand states - each supporting over 40 megawatts of annual demand," said Shayle Kann, co-author of the report. • *Cooler Planet*

Boehringer Ingelheim deal with Pfizer closes

Boehringer Ingelheim VetMedica Inc. has closed a deal with Pfizer that gives the German company a major portion of the Fort Dodge Animal Health Business. Boehringer Ingelheim, which has its American headquarters in St. Joseph, Mo., will get number of Fort Dodge products as well as two manufacturing and research facilities in Fort Dodge, Iowa. The acquisition significantly increases the size of Boehringer Ingelheim's companion animal and cattle portfolios and gives the company new importance in the world of vaccine supplies. "We'll be expanding our business significantly, in fact, doubling our sales in the U.S.," said George Heidgerken, BIVI president. The cattle vaccines included in the acquisition include the Triangle, Pyramid and Presponse vaccine lines. Pharmaceutical products being acquired include Cydectin (moxidectin) for cattle

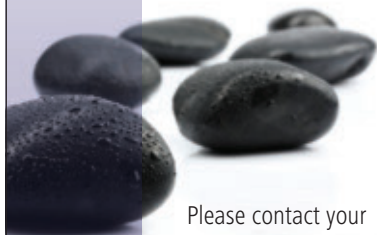
ADVERTISEMENT



CEOadvise

We successfully put AT&T, AMX & other US firms on the map of Central and Eastern Europe. We support you in the areas of

- Business Development
- Regional Representation
- Branch or Product Launch
- Interim Management
- Executive Consulting



Please contact your
CEOadvise specialists:
+49 712 781 1099
info@CEOadvise.com
www.CEOadvise.com

and sheep as well as Polyflex (ampicillin sodium). The dairy portfolio includes the key brands Today and Tomorrow. • *Kansas Farmer*

Is 'Buy American' Bad for America?

Last winter, a long list of global companies – GE, Siemens, HP, Sony, Caterpillar, Cisco, Dow Chemical, IBM, Microsoft, United Technologies, Xerox and many more – warned the Obama administration in a letter that a “Buy American” provision in the \$787-billion economic stimulus package would make it harder to get the money out the door to create jobs. Turns out they were right. The Buy American regulations are complicating life for business, slowing down construction-ready projects and sparking trade tensions with, of all places, Canada. Siemens, in other words, employs more Americans than all but a relative handful of American companies. Companies like GE, Cisco and Danaher, all headquartered in the U.S., have struggled with the Buy American rules as well, as the Wall Street Journal recently reported. Many state and local governments, “view the Buy American act as meaning the products must be 100% made in the U.S.” Siemens had hoped to bring in \$8 billion in revenues from stimulus-related projects, the company said. But it has struggled to sell some products – energy-saving building technology, for example – because some of the circuits are assembled in foreign countries. • *Reuters*

E.ON inaugurates Stony Creek wind farm in Western Pennsylvania

German power and gas utility E.ON has said that it is further expanding its wind energy portfolio in the U.S. by inaugurating its new Stony Creek wind farm in Western Pennsylvania. The company has said that the Stony Creek wind farm has been set up on the site of a former surface mine, which has now been put to new use. The project comprises 35 GE wind turbines with an installed capacity of approximately 53MW. E.ON Climate & Renewables, a subsidiary of E.ON, has constructed the wind farm. The wind farm can supply about 16,000 homes with electricity. E.ON currently has around 15GW of wind projects in the development pipeline, about half of them are in the U.S. • *iStockAnalyst*

Germans Find Cheap Manufacturing In The U.S.

German green tech companies are placing their chips on the U.S. market and even applying to take part in U.S. government stimulus for the industry. Yet not only are they hoping to tap the U.S. solar and wind power market, but they've decided to locate their manufacturing in the U.S. as well. While they can surely save on transport costs by being within U.S. borders, and more easily win stimulus benefits for creating jobs, one has to imagine that a weaker dollar makes U.S. labor appear far cheaper these days as well. E.on invested \$1 billion to

build the largest wind farm in the world with 627 wind turbines in Roscoe, Texas, which opened this month. E.on has also opened two other wind farms in recent weeks, both in Texas, representing 600 additional megawatts of clean energy. That will bring the total capacity in the U.S. to over 1,700 megawatts, or more than half of the company's total wind energy capacity worldwide. In terms of the impact to its bottom line, the U.S. market is becoming more important to the company everyday, Mastiaux says. • *The Business Insider*



NEW:

Subscribe to the Transatlantic Ticker via RSS Feed
www.gaccny.com/en/news/transatlantic-ticker/

ADVERTISEMENT



DEUTSCHE KRANKENVERSICHERUNGEN
 ...IN DEN USA & WELTWEIT
 INDIVIDUELLE FIRMENVERTRÄGE
 EINZELPERSONEN & FAMILIEN
 BETREUUNG VOR ORT IN DEN USA

GERMAN HEALTH PLANS WORLDWIDE INC.
www.GermanHealthPlans.com

GERMAN HEALTH PLANS WORLDWIDE INC.
 45 CROYDON DRIVE - NORTH CAPE MAY, NJ 08204
 PHONE: +1-212-242-3087 (NY) / +1-609-886-6594 (NJ)
 FAX: +1-917-591-5677 - EMAIL: INFO@HELBICH.COM

by Sabine Zimmermann,
GACC California Branch

California

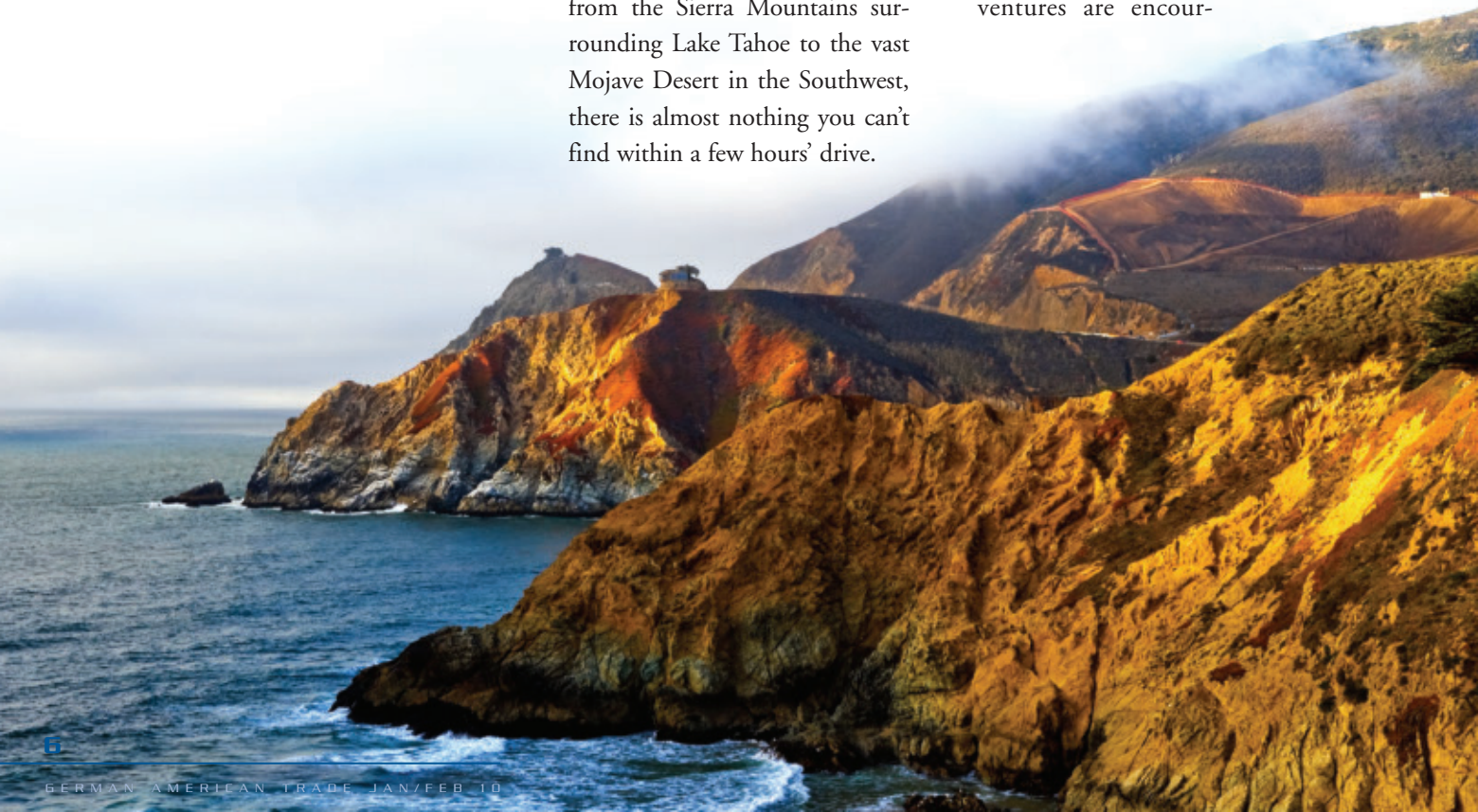
The Golden State

**America's engine
of innovation leading
us into a greener,
more advanced future**

The State of California spawns from the U.S.-Mexico border in the South to the Oregonian border in the North. With over 770 miles, the state is longer and larger in size than all of Germany. California is the most innovative and one of the best known states in the U.S. When people think of California, usually the stereotypical California image of sunny beaches comes to mind, this however, only holds true for Southern California. In reality, the state has a wide variety of landscapes, people and industries. From the techy, green Northern California to the sunny South; from the Sierra Mountains surrounding Lake Tahoe to the vast Mojave Desert in the Southwest, there is almost nothing you can't find within a few hours' drive.

The same holds true for the economy. Whether it is the Silicon Valley, center of innovation for IT and clean tech, San Diego, one of the world's hotspots for biotech, the film and fashion industry around Hollywood, or the acres upon acres of farmland in between, California's economy is as diverse as its landscape.

Nothing exists that can't be done – or at least people like to think so. California's business culture is open for innovation; it stands for change, and ideas that challenge the status quo are welcomed. Unlike in other business environments, start-ups and long-shot ventures are encour-

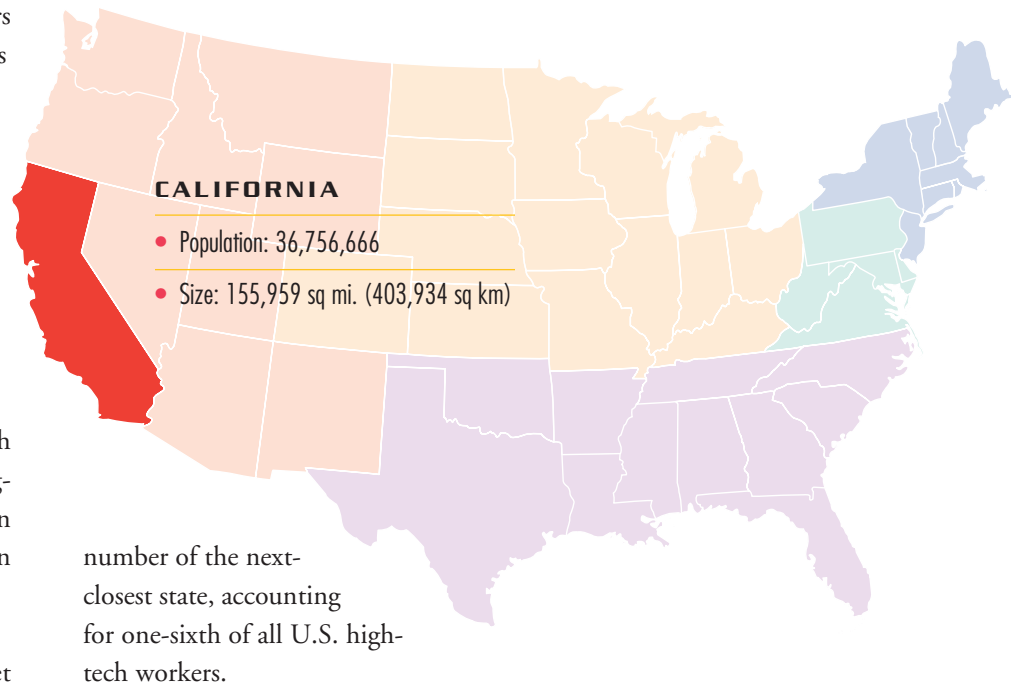


aged and the failure of a start-up is seen as a resume booster rather than an obstacle for the future.

This unique business culture attracts not only great minds, but also great investors. In 2008, California companies received more than \$1.5 billion or 49 percent of all venture capital (VC) dollars invested in the U.S. Top sectors receiving VC funding are software, telecommunications, biotechnology, medical devices and semiconductors. If California was a country, its economy would be in the G-8 with a GDP of about \$1.846 trillion, 13 percent of that of the U.S. The high tech, biotech and clean tech industries, some of the most significant industry clusters in California, will be explored in more detail in this article.

California is a world market leader in the high tech and emerging technologies industries. Silicon Valley is synonymous with the internet age and new high-tech developments. Most investments in the software industry are made in the over 30,000 world-renowned IT, software and internet companies in Silicon Valley, where industry giants such as Apple, Google, Hewlett Packard, Intel, and Yahoo have their headquarters. Silicon Valley and the San Francisco Bay Area, with the headquarters of Facebook and Twitter, also have an important role in the recent emergence of 'social media'. Despite the development of other high-tech economic centers throughout the

United States and the dot.com boom and bust around the turn of the millennium, Silicon Valley continues to be the leading high-tech hub because of its large number of companies, talent, and venture capitalists. It is home to nearly one million high-tech workers, twice the



A second important industry cluster is biotechnology, the science of the technical-industrial utilization of biological systems, living organisms or products thereof, for the production of certain substances. A dense cluster of biotech companies, including Amgen, Genentech and Gilead Sciences, has emerged in the Golden State, a large majority of which have settled in San Diego as well as the Bay Area and Silicon Valley. They are taking advantage of a pool of highly-skilled employees – the state is also home to more than 40 percent of all employment in the sector – and a network of well-known research institutions

>>



“Clean Tech
is considered the
'next California
gold rush'”

such as the Scripps Research Institute. Close to half of all venture capital spent in the biotech industry goes to California firms, and nearly half of all research and development spending in the sector occurs in California.

The industry, which has been most recently considered the “next big thing” or the “next California gold rush” is the clean tech sector, including renewable energy, energy efficiency and clean transportation.

In addition to leading the country in high-tech, California also leads in green tech and ‘green collar jobs’. Venture capitalists invested \$1.79 billion, 45 percent of all green investments in North America, into the Golden State in 2007. Most of the clean tech companies receiving funding were located in the Bay Area. California is home to many aspects of renewable energies: solar, wind, and bio are just a few of the technologies that are being researched, developed, and manufactured. Especially the solar market has been attractive for German companies as California and Germany are leaders in this industry. Many German solar companies have established subsidiaries in

California in recent years. Additionally, the increasingly important issue of developing clean, ‘green’ transportation alternatives is offering a huge market opportunity for German firms. BMW and Volkswagen, amongst others, have technology and research centers in California, working on projects ranging from clean diesel to navigation systems for the unmanned cars of the future. Daimler has recently invested in Tesla, the Silicon Valley electric car start-up. Off the road, Siemens is in negotiations to get a multi-million contract to build the California high speed train system.

California has shown an unparalleled ability to adjust to the changing economy and new technological advances. However, technology isn’t the only strength of California’s economy.

While the tech industries tend to cluster around the major metropolitan areas, approximately 77,000 farms and ranches cover about one-third of California’s total land area. The Golden State has been the top U.S. agricultural state for more than 50 years. Agriculture generates approxi-

mately \$31.8 billion a year, more than any other state. Milk is the Golden State's number one farm commodity, leading the nation's dairy production by a wide margin and producing 22 percent of the U.S. milk supply.

Thanks to California's mostly moderate, Mediterranean climate and its diverse microclimates, coupled with the state's fertile soil and various land resources, many commodities, including lemons, artichokes, avocados, broccoli, and squash, can be grown year-round. Thus California is able to grow more than half of the nation's fruits, vegetables and nuts from less than four percent of the nation's farmland. The microclimates and soil varieties have also enabled Californians to grow fine wines that are recognized worldwide. The state would be the fourth largest producer of wine in the world if it were an independent nation.

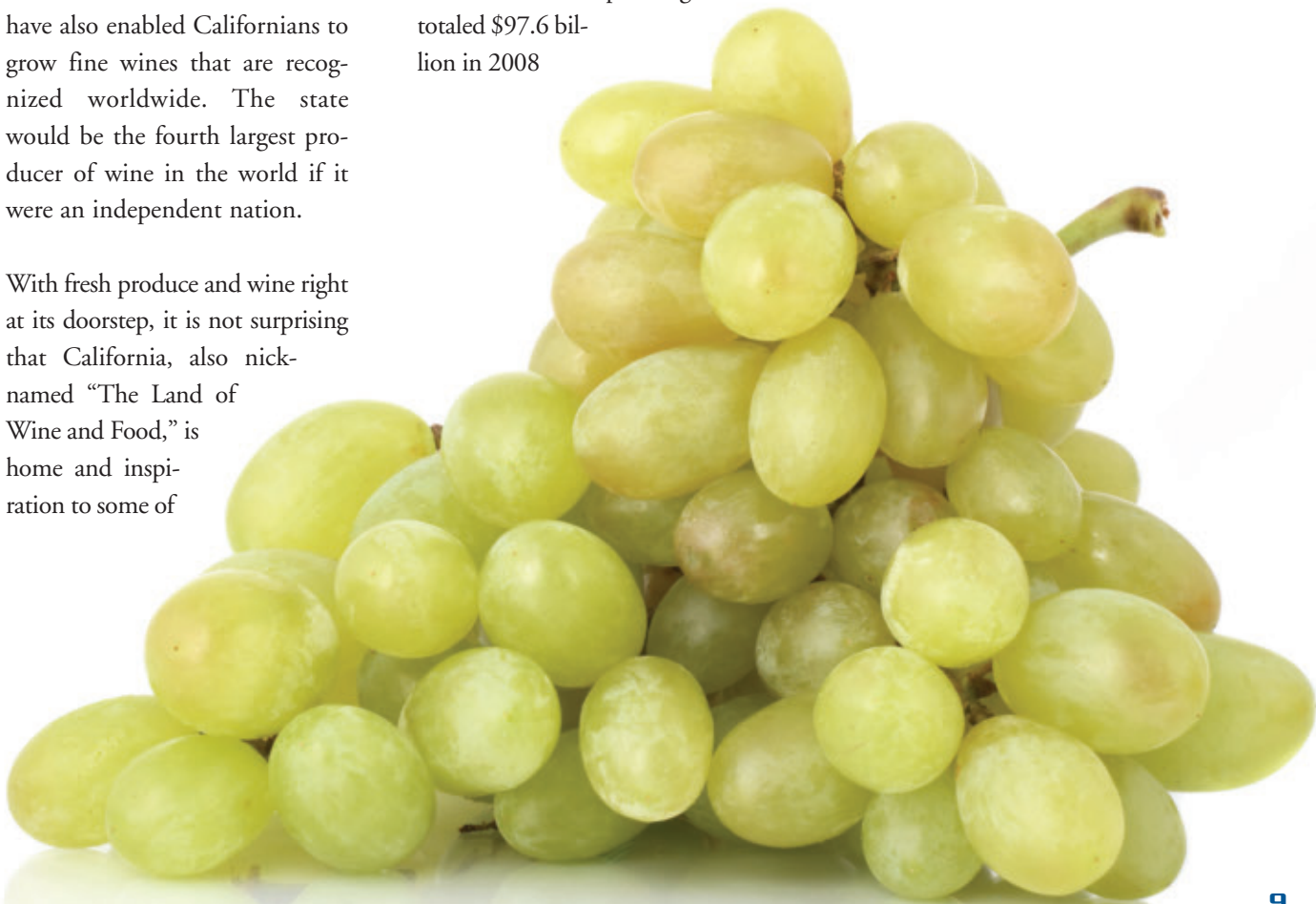
With fresh produce and wine right at its doorstep, it is not surprising that California, also nicknamed "The Land of Wine and Food," is home and inspiration to some of

the biggest culinary movements, including sustainable wine and food. The California cuisine, much like the tech sectors, is known for its diversity and innovation, made unique by its abundant year-round supply of locally grown produce and wine. Today, California food means slowing down, eating locally and organic. The Golden State is once again setting an example for the rest of the U.S.

With its many environmental and cultural advantages, it is little surprising that California is the most visited state in America and the top destination for domestic and international travelers. The travel industry also plays an important role in the state's economy as direct travel spending totaled \$97.6 billion in 2008

generating a great number of jobs in the arts, entertainment, food, and hospitality sectors.

Whether for business or pleasure, California is the place to go. If you are looking for an innovative environment to expand your business, the German American Chamber of Commerce Inc., California Branch, can assist you with finding the right partners, location and strategy to ensure a successful market entry. The necessary mindset, support system of venture capitalists, infrastructure as well as entrepreneurs, engineers, scientists, and other knowledgeable workers are already here – the only missing part is you. **GAT**



GACC 2009 Review

GACC Annual Economic Forum January 29, Rosemont, IL

About 200 executives gathered at the GACC's Annual Economic Forum 2009 to hear top notch speakers discuss their economic outlook for 2009. Matthias Sonn, Minister of Economics at the Embassy of the Federal Republic of Germany in Washington, D.C. opened this very interesting and dynamic forum. Moderator Michael Backfisch, Middle East Bureau Chief of Handelsblatt, in Dubai, UAE presented the results



German Economics Minister Guttenberg visits GACC March 15, New York, NY

The German American Chamber of Commerce, New York hosted an exclusive dinner at the University Club for German Economics Minister zu Guttenberg. George Soros and George Nolan, CEO of Siemens, were among the guests as well the participants of a high-ranking business delegation, which accompanied the Minister on this trip to the United States.



of the Annual Economic Survey. Diane Swonk, Senior Managing Director & Chief Economist Mesirow Financial, and Heiko Thieme, Chairman of the American Heritage Management Corp., gave lively presentation on their financial outlook before joining the roundtable discussion with: Brad Haerberle, Vice President of Marketing, Siemens Building Technologies; Ralf Sigrist, President & CEO of Nordex USA, and Norbert Weichele, CEO of Zentis Food Solutions North America.

2nd Energy Efficiency Symposium March 10, Los Angeles, CA

Eight German delegate companies participated in the Symposium and B2B meetings that were organized by the GACC California Branch, as part of the Energy Efficiency Export Initiative supported by the German Ministry of Economics and Technology. Close to 200 guests involved in energy efficiency and green building followed the presentations, which included expert talks about the newest technologies and government policies designed to encourage energy efficient construction on both sides of the Atlantic.





1st German American Energy Conference 2009 March 30 - April 2, Berlin, Germany

"Renewable Energy Boom USA" explored how German companies can benefit from the current new development in Renewable Energies. The conference was organized by the German American Chambers of Commerce (GACC) and the German Energy Agency (dena). German Foreign Minister

Dr. Frank-Walter Steinmeier was patron of the conference. The event took place within the framework of the Transatlantic Climate Bridge. Together with German Minister of Economics and Technology, Dr. Karl-Theodor zu Guttenberg, German Foreign Minister Steinmeier presented the opening remarks at the conference, while German Environment Minister Sigmar Gabriel opened the evening reception.



First Southeastern Automotive Supplier Forum April 16, Hanover, Germany

The Southeast has become a new hub for the automotive industry. The GACC South, the Chamber of Industry and Commerce in Hanover, and NGlobal, the economic development agency run by the state of Lower Saxony, organized the First Southeastern Automotive Supplier Forum. More than 130 attendees signed up for the forum and took advantage of the numerous transnational networking opportunities. Experts gave hands-on advice on investment incentives, tax policies, and visa and HR regulations in the U.S.



Keynote Address by the European Ambassador April 16, Philadelphia, PA

GACC, in partnership with the World Affairs Council and international Chambers, presented his



Excellency Ambassador John Bruton - European Union Ambassador to the United States. His keynote address dealt with "EU-U.S. Relations in the Current Economic Climate".

15 Years of YEC April 30, New York, NY

The German American Chamber of Commerce, Inc. New York celebrated 15 years of Young Executive networking in the German-American Business Community gracefully hosted by Cresa Partners! The Young Executive Committee featured German-born New York artist Jim Avignon, who exhibited his latest work. >>



Annual General Meeting May 1-2, Charleston, SC

High level German and American companies met for the GACC South Annual General Meeting. The meeting which served to elect the GACC South 2009/2010 Board of Directors also featured a presentation of the Horvath & Partner benchmark study "Navigating through the downturn" and was attended by high ranking executives from German and American companies.



Annual Merlin Awards Gala May 1, Chicago, IL

The Merlin Awards Gala is GACC-CoM's signature event and honors companies located in the Midwestern states that demonstrate excellence and outstanding accomplishments in the German American business community. Winners of the 9th Annual Merlin Awards Gala were Pilz Automation Safety L.P. from Canton, MI, in the category Best Innovator and Zentis Food Solutions North America LLC of Plymouth, IN, as Best New Company. Last but not least, Rödl & Partner of Chicago, IL, was awarded the title of Best Service Provider.

Asparagus Gala Dinner May 13, New York, NY

An annual event, the GACC celebrated its popular White Asparagus Gala Dinner. This year, the outstanding event was held at the Puck Building in New York City. More than 200 attendees were able to enjoy the traditional German dish from Spargelhof Schulze in Weisenheim, Germany. The GACC was happy to welcome German state secretary in the Federal Ministry of Economics and Technology, Dr. Bernd Pfaffenbach as special guest of the gala.



5th Germany California Solar Day June 16, San Francisco, CA

More than 320 guests, the highest attendance ever at a GACC California Branch event, were present at the "5th Germany California Solar Day" at PG&E. One highlight of the day was the keynote speech of California State Senator Lou Correa, head of the Senate Select Committee on European Trade, who emphasized the common interest of Germany and California in the solar industry: "I am pleased that the GACC is hosting this '5th Germany California Solar Day' event to highlight the unique global leadership role that both play in fostering more opportunities in solar technology through the innovations and business acumen of both California and German solar enterprises."

Summer Networking Reception at SAP Americas July 21, Newtown Square, PA

The GACC-Philadelphia in cooperation with SAP Americas and several other international Chambers organized a Summer Networking Reception including a presentation by Bill McDer-



mott, Member of the Executive Board of SAP AG in the Area of Global Field Operations, as well as a guided tour by a team of SAP employees of their new and green facility.

Mobility 2030: Transportation Technologies & Lifestyles of the Future August 18, San Francisco, CA

More than 150 attendees of the GACC's inaugural "Mobility 2030" symposium followed presentations on the various sectors involved in creating a more integrated transportation sector, including policy, energy, technology, mobility, and society demands. The Volkswagen Group of America, main sponsor of the event, took the opportunity to announce that their automotive innovations within the next 20 years will focus on reducing emissions, making cars accident free and turning them, with the help of new technologies, into customized "living spaces."



German Bierfest August 29, Atlanta, GA

The 6th Annual German Bierfest celebrated Germany at its best with German beer and food. More than 2,500 guests attended the Bierfest and enjoyed live music from bands and radio station 97.9 while having the chance to drink 30 different kinds of German beer. Alibaba's Turkish & Mediterranean Delights, Petite Auberge Restaurant, and Village Corner German Restaurant, Bakery & Tavern provided food. The whole family was able to enjoy the event with a kids zone that included entertainment provided by the Atlanta Thrashers hockey team and the Atlanta Hawks basketball team. The 7th Annual Bierfest will be held August 28, 2010.

Renewables Roadshow

September 1-3, Columbus, OH;
Ann Arbor, MI and Chicago, IL

"Supply Chains in the Renewable Energy Industry" and "Energy Efficiency in Industry" were two key topics of the 2nd Annual Renewables & Energy Efficiency Roadshow organized by GACCoM and the Consulate General of the Federal Republic of Germany Chicago. German Ambassador to the U.S., Dr. Klaus Scharioth; Franzjosef Schafhausen, Deputy Director of the German Federal Ministry of the Environment, Nuclear Safety and Nature Conservation; and Mark Shanahan, Energy Advisor to Governor Ted Strickland of Ohio and many others, discussed strategies to further the dialog for partnership between two of the world's leading countries in renewable energy and energy efficiency technologies. The roadshow was presented as part of the "Transatlantic Climate Bridge" Initiative. >>

GACC South 14th Annual Gala October 3, Atlanta, GA

The GACC South celebrated their 14th Annual Gala in high style at the prestigious St. Regis Hotel Atlanta with 470 sponsors, members and friends of the German-American business community as well as high ranking officials from the City-State of Bremen and the State of Lower Saxony in Germany. Guests included Ralf Nagel, Minister of Economics of the Free Hanseatic City-State of Bremen and Christian Wulff, Prime Minister of Lower Saxony. BLG Logistics was this year's sponsor and the City-State of Bremen took on the patronage of the Annual Gala.



DIHK CEO Dr. Martin Wansleben Visit October 24- 27, Chicago, IL

The CEO of the Association of German Chambers of Industry and Commerce (DIHK) - the umbrella organization of all German Chambers of Commerce abroad - Dr. Martin Wansleben visited Chicago in the fall of 2009. He received a first-hand view of the GACC's systematic collaboration to continuously grow its strong network, client- and membership base. Joined by Reinhard Krause from the Federal Ministry of Economics and Technology, Dr. Wansleben met with local and national trade organizations, discussed industry specifics with executives from the German American business community, visited member companies, and gave a keynote speech at a gala dinner in Chicago on October 26 on "Germany after the elections".



"The Future of Green Buildings": 2nd German American Energy Efficiency Conference November 10, Houston, TX

Over 100 conference participants listened to leading German and U.S. experts who gave an overview of current trends in ener-



gy efficiency in buildings. Also, seven German companies joined the conference to present their products and services with cutting-edge "green building" technologies which will be offered on the U.S. market as well.

UN Procurement Seminar November 16-17, New York, NY

The UN Procurement Seminar was a big success with about 40 German companies who mostly arrived straight from Germany. They gained detailed information about the Procurement System of the United Nations. Within the one and a half day seminar the company representatives learned about how to do business with the U.N.





Transatlantic Logistics Conference November 18, Atlanta, GA

With the recent addition of the Chattanooga VW plant, as well as the many other automotive manufacturers already in the Southeast, the region has become a leader in automotive logistics. The Transatlantic Logistics Conference was organized by the GACC South. OEM's, suppliers as well as logistics providers took advantage of the numerous networking opportunities. Experts gave hands-on advice on Investment in Germany, Logistics Trends & Strategies, Lean Production, Customs & Duties, and Supply Chain Risk Management. Sponsors of this event were bertrandt, Frankfurt Rhine Main, Logistics Council Germany, ingenics, Kuehne & Nagel, and DB Schenker.

GALA 2009 – 20 Years of Transatlantic Partnership in Trade and Commerce November 20, Philadelphia, PA

The German-American Chamber of Commerce-Philadelphia celebrated its 20th Anniversary at their annual GALA which included a festive dinner, dance, magical entertainment and Silent Auction at "The Union League of Philadelphia". At this commemorative event, GACC-Philadelphia also honored Lufthansa German Airlines for their continued support over the last 20 years.



Biomass in Georgia Transatlantic Climate Bridge December 2, Atlanta, GA

Together with the Consulate General of the Federal Republic of Germany in Atlanta, the GACC South organized a conference for the Transatlantic Climate Bridge initiative. The focus of this event was the use and potential of biomass in Georgia. One of the presenters at the conference was Eckhard Fangmeier, the president of the bioenergy village of Jühnde in Germany. Jühnde is entirely energy self-sufficient, after converting to biomass energy in 2005. In addition to getting

insight from the village of Jühnde, global firm BiEnergy Group presented its custom tailored biomass manufacturing services for the American biomass market and the Georgia Forestry Commission and explained how Georgia is best suited to join in the biomass market because of its extensive agricultural resources. Jill Stuckey from the Georgia Centers of Innovation also explained the resources available to companies looking to enter the biomass field in Georgia. The presentations were followed by a lively panel discussion, which focused on the possibilities available for the U.S. and Georgia. **GAT**



EMO TRANS
Customized Global Logistics

AROUND THE WORLD
SINCE 1965

PLI

SUCCESS BY PERFORMANCE

EMO TRANS IS AN INTERNATIONAL FREIGHT FORWARDER AND GLOBAL LOGISTICS SERVICE PROVIDER. WE OFFER AIR AND OCEAN FREIGHT SERVICES FOR DIRECT, INTERMODAL, AND CONSOLIDATED CARGO FOR IMPORT AND EXPORT SHIPMENTS. EMO TRANS ALSO PROVIDES WAREHOUSING, DISTRIBUTION, PACKING, INSURANCE, LETTERS OF CREDIT, CUSTOMS BROKERAGE, AND CHARTERING.

OUR PROJECT DIVISION, PROJECT LOGISTICS INTERNATIONAL (PLI), HAS THE EXPERIENCE NEEDED TO PROVIDE TURN KEY SOLUTIONS FOR SPECIALIZED PROJECTS.

WITH MORE THAN 250 OFFICES LOCATED IN OVER 120 COUNTRIES, WE OFFER DOOR-TO-DOOR CONTROL OF EVERY SHIPMENT. OUR NETWORK GIVES YOU GLOBAL VISIBILITY THROUGH LOCAL REPRESENTATION AND KNOWLEDGE OF THE UNIQUE CHARACTERISTICS OF LOCAL MARKETS. INTERNET BASED TRACK AND TRACE GIVES CUSTOMERS REAL TIME ACCESS TO THEIR SHIPMENT STATUS.

EMO TRANS' MISSION IS TO PROVIDE RELIABLE AND PROFESSIONAL INTERNATIONAL FREIGHT FORWARDING AND GLOBAL LOGISTICS SERVICES.

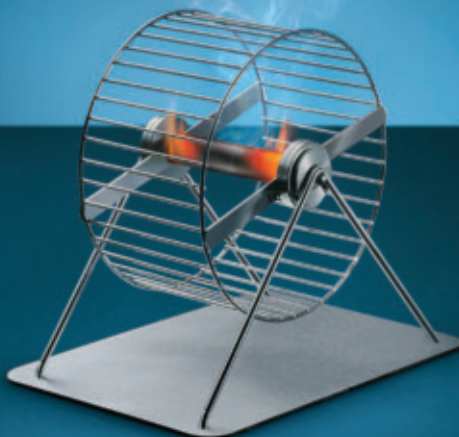
WWW.EMOTRANS.COM

ADVERTISEMENT

www.beaufort8.com

HORVÁTH & PARTNERS
MANAGEMENT CONSULTANTS

The Performance Architects



Performance improvement is not an art form. Rather, it is simply a matter of properly directing a company's existing strengths. The key to doing this is found in the combination of target-based strategic management with efficient processes and with meaningful management accounting and controlling systems. Using our integrated consulting approach – accompanying you from project concept phase through realization and training – we can help unlock the untapped potential within your firm and escape the confines of "business as usual". You can learn more about our special approach to management consulting at www.horvath-partners.com



German American Business Outlook

Annual Survey among German Firms in the U.S.

Atlanta



*Kristian Wolf
President & CEO
GACC South*

Chicago



*Simone Pohl
President & CEO
GACCoM*

New York



*Dr. Benno Bunse
President & CEO
GACC New York*

For the first time in history, the German American Chambers of Commerce collectively conducted a comprehensive economic survey among German subsidiaries in the United States. “The German American Business Outlook” is a new annual survey which evaluates transatlantic trade relations and assesses German investors’ projections for the U.S. economy on an annual basis. Survey and evaluation were conducted in cooperation with the Representative of German Industry & Trade in Washington, DC and Roland Berger Strategy Consultants. Over 1,600 companies received the survey and 10% of senior management responded, 75% of which were typical German Mittelstand, with up to 250 employees.

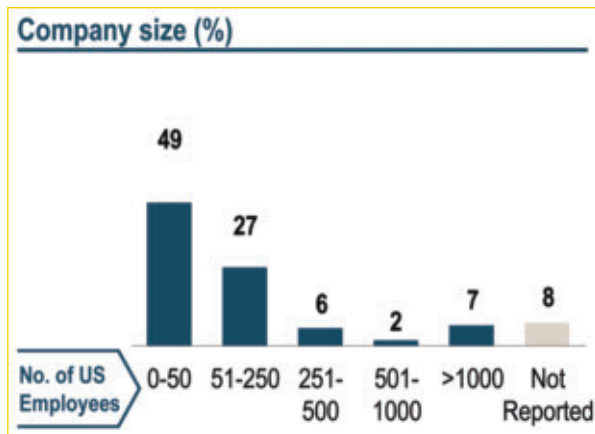
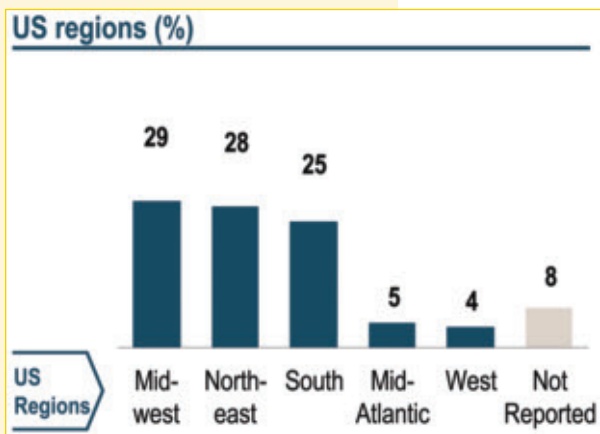
Some of the results of the first “German American Business Outlook” may come as a surprise. While 43% of German companies reduced their headcount in 2009, 81% do not predict further cuts in 2010 – an early indicator that the major wave of lay-offs is ebbing at least among the German-American business community. Almost three quarters of the companies maintain a positive outlook and expect moderate growth for 2010. Renewable energy, energy efficiency and infrastructure show the greatest potential for further growth.

Most organizations used the crisis to streamline their business and found themselves generally well positioned by fostering innovation and introducing new product lines or entering new markets. Another encouraging sign comes from spending on marketing activities.

Obtaining credit also did not seem to pose a major hurdle; companies reported fairly stable financing conditions. German organizations are in general financially well-structured and employ strategies such as natural hedging to protect themselves against currency fluctuations. Nevertheless currency fluctuation remains a key concern for most organizations as almost half of those surveyed expect the Dollar to further weaken against the Euro. 25% of respondents expressed concern about potential trade protectionism. 10% reported expected benefits from the Stimulus Program. However, another 10% reported fears of negative effects from “Buy American” provisions and expressed concern about the impact of any kind of protectionist initiatives.

In total, German companies have created 660,000 jobs in the United States of America, of which 240,000 are in manufacturing. As of year-end of 2008, investment by German business in the U.S. market reached \$212 billion. >>

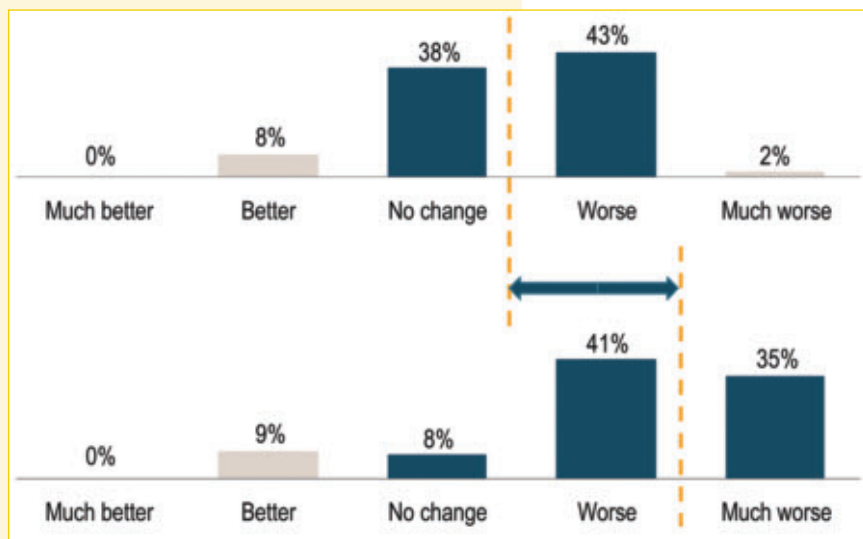
PARTICIPATING COMPANIES IN THE STUDY



COMMENTS

- Midwest, Northeast and the South region represented over 80% of firms surveyed
- The survey drew feedback mainly from small-medium enterprises, the classic German "Mittelstand" (76%)
- Automotive and Manufacturing industries are the most heavily represented, followed by Construction, Renewable Energy, Agriculture and Food Production, and Wholesale Trade

OPERATIONAL IMPACT ON REVENUES IN 2009

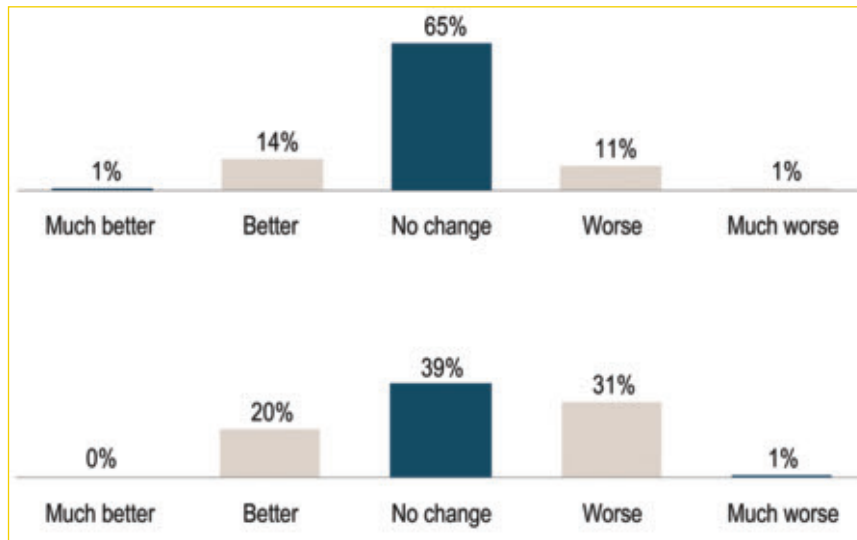


COMMENTS

- Sales prices have seen moderately negative impact while sales volume has been affected to a greater degree
- Firms have experienced a neutral to negative impact to sales prices
- Firms have seen a negative effect on sales volume as a result of the economic crisis
- There is a clear differential in the degree of impact to the two metrics
- Firms have exercised greater control over pricing
- Economic recovery is clearly dependent on reviving volume demand

> THE SURVEY INDICATES THAT TOP-LINE GROWTH WAS PRESSURED IN TERMS OF BOTH VOLUMES AND PRICES

OPERATIONAL IMPACT ON COSTS IN 2009

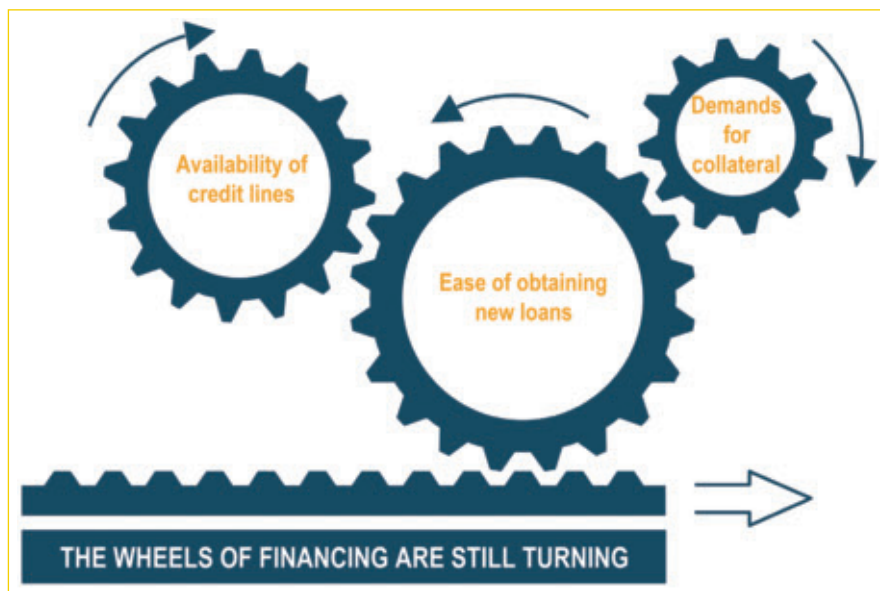


> TYPICAL OF INPUT MARKETS, LABOR COSTS WERE LESS VOLATILE THAN OTHER INPUT PRICES

COMMENTS

- Labor costs have been neutral for a considerable majority of firms while non-labor input costs have seen greater variation
- 65% of surveyed companies have seen no change in labor costs in 2009
- Input costs other than labor have seen more variation, perhaps due to lower material and commodity costs or a greater cost for imported goods

FINANCING IN 2009



> REGARDING ACCESS TO CAPITAL, FIRMS REPORTED FAIRLY STABLE FINANCING CONDITIONS

COMMENTS

Significant majority (nearly 2/3) reported no change in:

- Credit requirements
- Obtaining new loans
- Borrowing spreads
- Debt covenants
- Demands for collateral
- Credit line availability

PRESSURE ON CUSTOMER PAYMENT SPEED

CASH CONSERVATION

- Slowdown in economy prompts customers to manage capital structure
- Liquidity concerns drive customer decisions to improve their cash situation
- Cash conservation results in delays in payments to suppliers

CUSTOMER PAYMENT SPEED

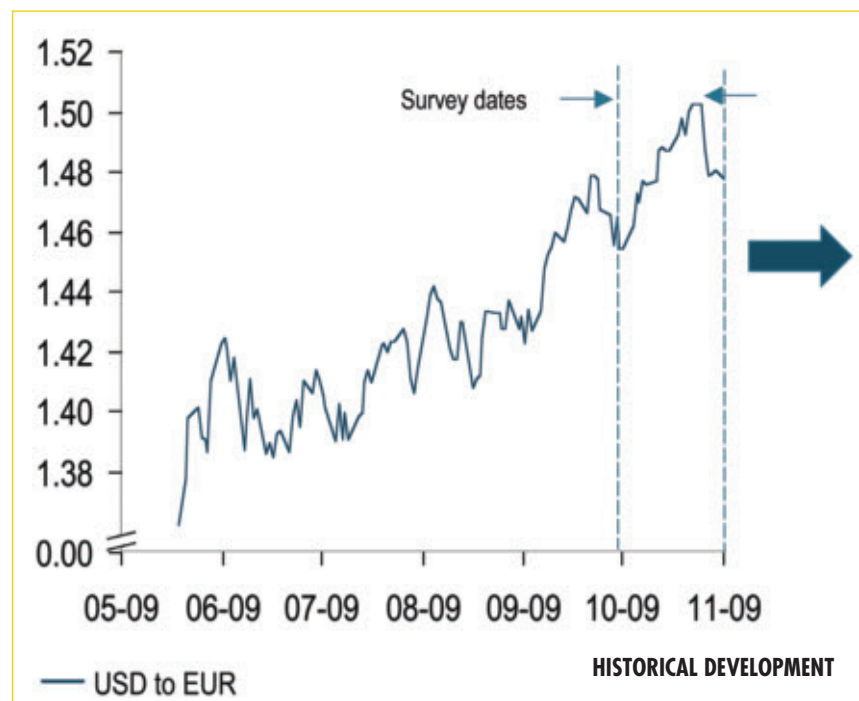
- 60% of respondents experienced worse or much worse situation in customer payment speed
- Industrial Services & Logistics and Automotive were hardest hit
- Firms with strong capital structure and cash position were able to maintain or improve payment speed (28% of firms)

SALES DEMAND SLOWDOWN

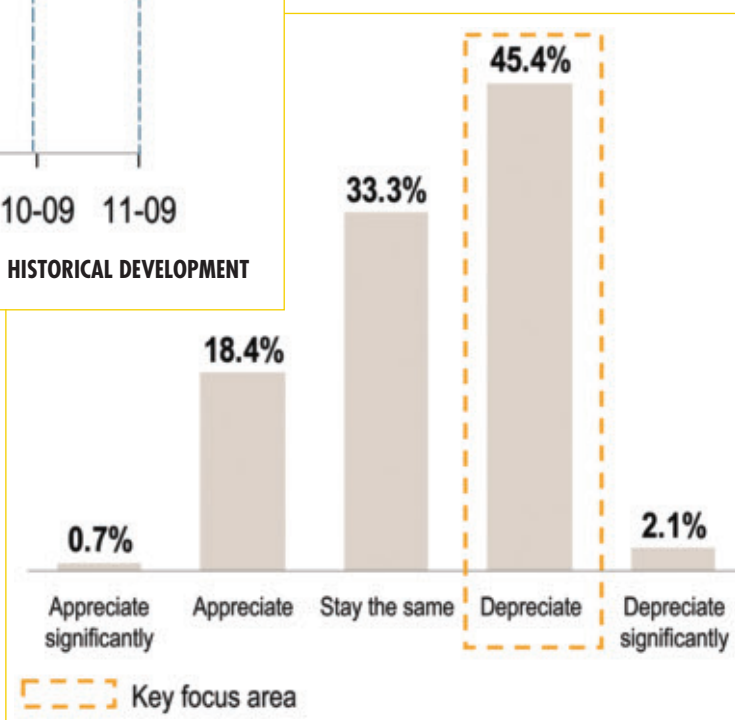
- With decrease in consumer spending and other economic activity, end product demand suffers
- Credit freeze at banks reduces financing options for consumers
- Resulting low inventory turnover affects the cash position of the customer and increases pressure on customer payments to suppliers

> SIGNIFICANT REDUCTION IN CUSTOMER PAYMENT SPEED WAS AS EXPECTED

TRENDS IN USD-EUR EXCHANGE RATE

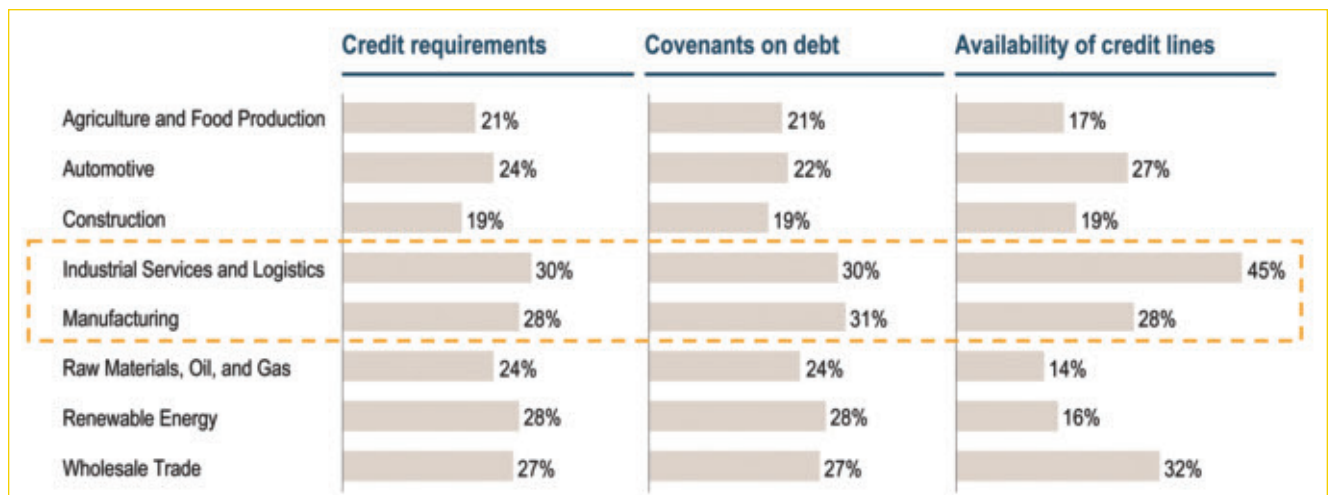


FUTURE EXPECTATIONS (% OF TOTAL RESPONSES)



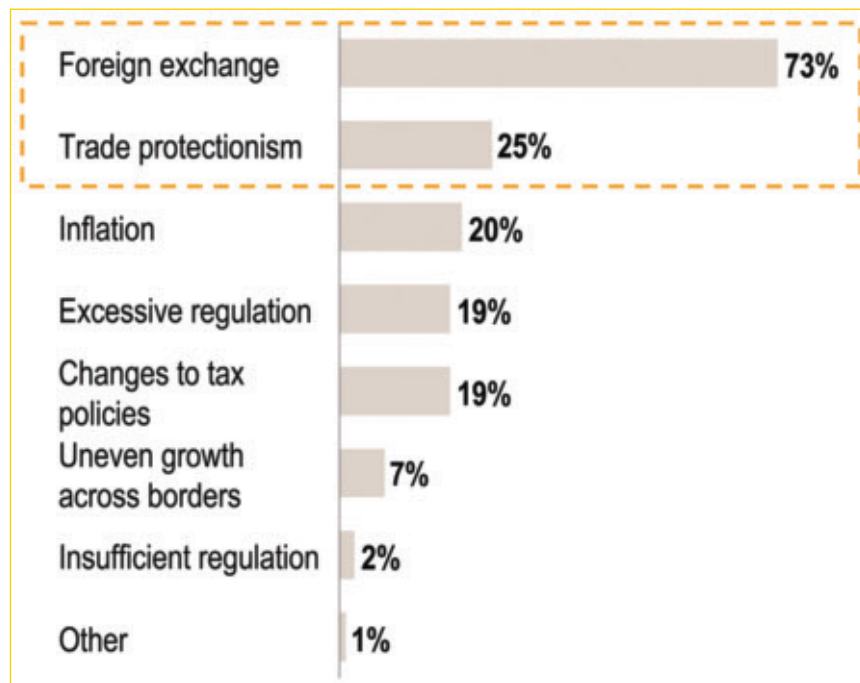
> THE GERMAN SUBSIDIARIES SURVEYED EXPECT A CONTINUED DECLINE FOR USD AGAINST EUR

FINANCIAL IMPACT ON BUSINESS IN 2009 BY KEY SECTORS



> INDUSTRIAL SERVICES AND LOGISTICS AS WELL AS MANUFACTURING WERE MORE AFFECTED BY ADVERSE FINANCIAL CONDITIONS THAN OTHERS

CROSS-BORDER BUSINESS RISKS



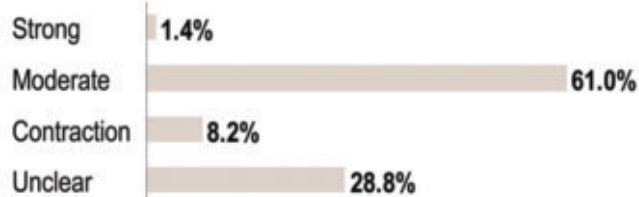
COMMENTS

- USD has dropped over 15% relative to EUR since 1Q09 to a 14-month low
- This trend is detrimental to U.S. subsidiaries with high non-US costs (e.g., imported cars) or simply those reporting revenues in EUR to headquarters
- FX is identified as a major risk for Construction and Manufacturing sectors
- Wholesale Trade, Utilities, Tourism, and Manufacturing are among the industries most impacted by currency exchange fluctuations (>70% negative or very negative effect)

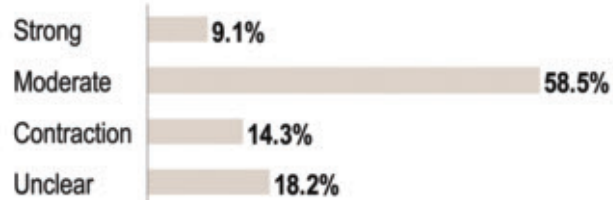
> CONSEQUENTLY, CURRENCY EXCHANGE IS THE TOP CROSS-BORDER RISK FOLLOWED BY CONCERNS ABOUT TRADE PROTECTIONISM

GENERAL ASSESSMENT FOR 2010

US growth outlook



Company growth outlook

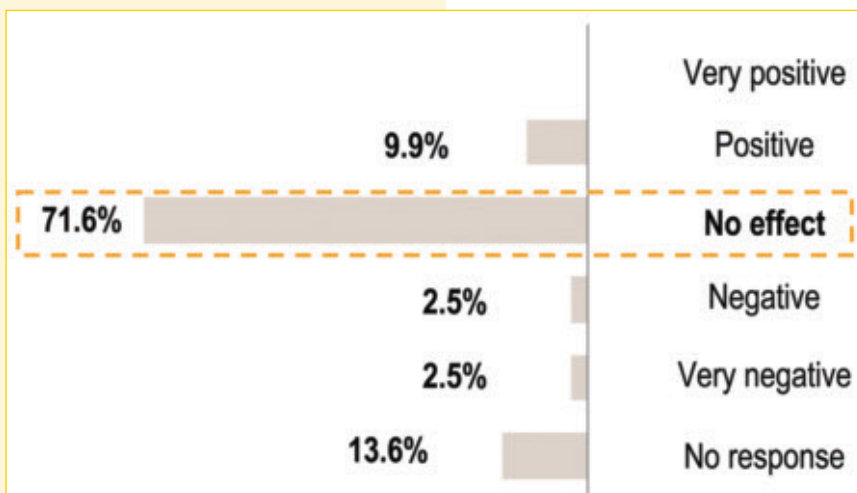


> FIRMS VIEW THE FUTURE WITH MODERATE OPTIMISM

COMMENTS

- There is moderate optimism about the growth prospects for the U.S. economy
- Almost 1 out of 3 of the respondents remain unclear about direction of U.S. growth
- German firms in U.S. expect to do slightly better than the U.S. economy
- A noticeable group is still unclear

IMPACT OF STIMULUS PACKAGE (ARRA)

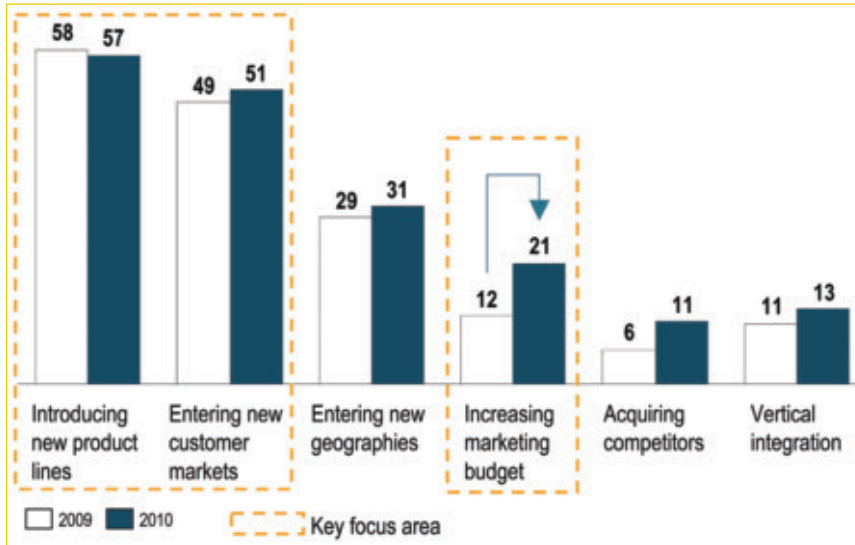


> IN GENERAL, US GOVERNMENT INITIATIVES ARE HAVING A LIMITED EFFECT ON FIRMS' OPERATIONS

COMMENTS

- Research funds are not available to foreign companies as much as for domestic companies
- Foreign firms may struggle to win federal and state contracts construction projects
- 10% of respondents were negatively impacted by Buy-American provisions, but more expressed uncertainty regarding future risks
- Going forward, 2 out of 3 of the surveyed firms expect limited impact on day-to-day operations as a result of any new regulatory interventions

RESPONDENTS' STRATEGIC FOCUS FOR INCREASING SALES

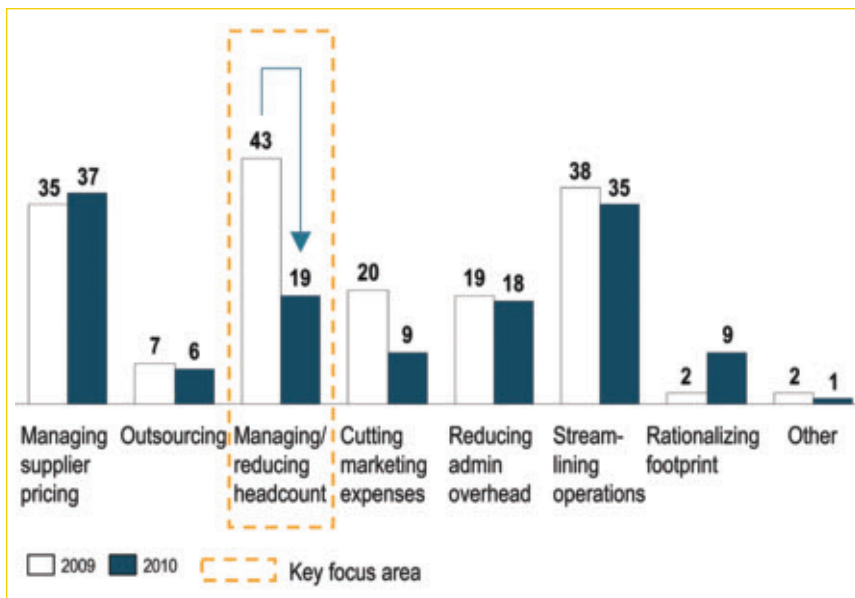


> THERE IS A CONTINUED FOCUS ON INNOVATION AND FIRMS ARE POISED TO RELY INCREASINGLY ON MARKETING INITIATIVES

COMMENTS

- Stagnant revenues have forced many firms to look inward and examine opportunities to develop new products and new applications for them
- 65% of surveyed companies have seen no change in labor costs in 2009
- Depressed valuations are leading to increased consolidation through acquisition of competitors

COST CUTTING INITIATIVES



> THE EMPLOYMENT OUTLOOK FOR 2010 IS CONSIDERABLY BETTER AFTER HEADCOUNT REDUCTION IN 2009

COMMENTS

- Though a major cost-driver, 81% do not plan to manage/reduce their headcount in 2010
- Instead, firms are using other cost-cutting measures to address overcapacity
- Furthermore, enduring and intensive initiatives, such as outsourcing remain unpopular — possibly outsourcing testament to optimism in an imminent economic recovery
- Footprint rationalization quadrupled among a small group of respondents



German American Business Outlook

Annual Survey among German Firms in the U.S.



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

With offices in Atlanta, Chicago, Houston, New York, Philadelphia and San Francisco, the German American Chambers of Commerce (GACCs -AHK USA) have approximately 2,500 member companies. We offer a broad spectrum of activities and services for the German American business community. The fostering of bilateral trade relations and investment, and the provision of consulting services to companies with business interests in the United States are among our key tasks. The GACCs, coordinated and supported by the German Association of Chambers of Industry and Commerce (DIHK), are an integral part of the network of German Chambers of Commerce Abroad with 120 offices in 80 countries around the globe.

Representative of GERMAN Industry + Trade

The Representative of German Industry and Trade (RGIT) is the liaison office of the Federation of German Industries (BDI) and the Association of German Chambers of Industry and Commerce (DIHK) in Washington. RGIT represents the interests of the German business community vis-à-vis both the U.S. administration and the international organizations based in Washington, D.C. We report regularly on economically significant developments as well as legislative activities in the U.S. and provide our partners in the United States with information on German business.

Roland Berger Strategy Consultants

Founded in 1967, Roland Berger is one of the world's leading strategy consultancies. With 36 offices in 25 countries, the company has successful operations in all major international markets. In 2008, it generated EUR670 million in revenues with 2,100 employees. The strategy consultancy is an independent partnership exclusively owned by about 180 Partners.

A Fresh Start - 2010

For the Transatlantic Economic Council

by Dr. Bernd Pfaffenbach,
State Secretary in the Federal Ministry
of Economics and Technology, Germany



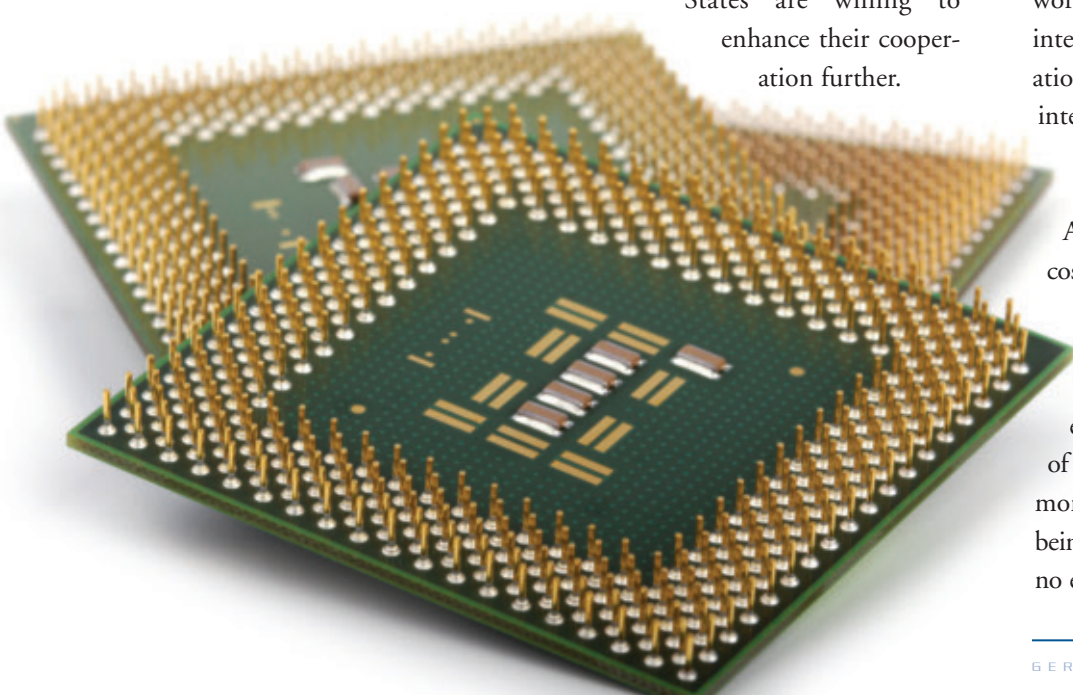
Federal Ministry
of Economics
and Technology

In her speech before the US Congress on November 3, 2009, German Chancellor Angela Merkel once again highlighted the potential and the important role of the Transatlantic Economic Council (TEC). The TEC was established in April 2007 under the German EU Presidency as a political body mandated to strengthen transatlantic economic integration by fostering cooperation and reducing regulatory burdens. The TEC convened in Washington, D.C. for the fourth time on October 27, 2009. This first meeting with the new U.S. administration sent out a strong signal for a new dynamism in the TEC process by confirming that both the European Union and the United States are willing to enhance their cooperation further.

In the face of the common global challenges, both sides agreed that intensive transatlantic cooperation, particularly in the TEC, is now more important than ever. The global economic and financial crisis has not yet been completely tackled, and the TEC can lend an additional impetus to the transatlantic economic region.

The transatlantic market continues to be the backbone of the world economy. No other economic regions maintain such close and all-embracing trade and investment relations as the United States and the European Union. For Germany, as the major industrial nation within the European Union and with its strong focus on open markets worldwide, it is crucial to further intensify the transatlantic cooperation in order to add to the integration and competitiveness of our economies.

A successful TEC will lower the cost of compliance with standards and regulations, strengthen existing economic ties and stimulate economic growth on both sides of the Atlantic. And unlike the monetary and fiscal measures being taken to overcome the crisis, no exit strategy is necessary. >>



“The transatlantic market continues to be the backbone of the world economy.”



Dr. Bernd Pfaffenbach



www.bmwi.de

By cooperating on developing new standards and regulations, and by tearing down barriers to trade and investment, the TEC partners aim to achieve concrete, tangible improvements for businesses and other stakeholders. Now is the time to take further specific measures in a rapid and effective manner.

At the TEC meeting in October it was decided that the U.S. government and the new European Commission should jointly develop a detailed work program to be adopted at the next meeting in spring 2010. The program will identify priority sectors in which regulatory cooperation should be further advanced and set up specific work plans and timetables for these efforts.

Given this clear mandate, it is essential to push ahead with the preparations for the next TEC meeting now. We have to make use of the momentum generated by the first TEC meeting with the new U.S. administration and to ensure continuity of the process. Germany sees itself as an active and determined promoter of a TEC which generates significant improvements in the transatlantic marketplace. The German government therefore commenced discussions about the next steps

with the European Commission, the outgoing Swedish EU Presidency and the new Spanish EU presidency at the end of last year. An intensive dialogue with the U.S. side is envisaged for early 2010.

Given the past hold-ups in the TEC process due to the well-known dispute about poultry imports, we are very glad that there now seems to be a common understanding between the EU and the US that only those topics should be put on the TEC's agenda which can be expected to be of mutual interest to both the EU and the US. The TEC is not the right forum for settling disputes.

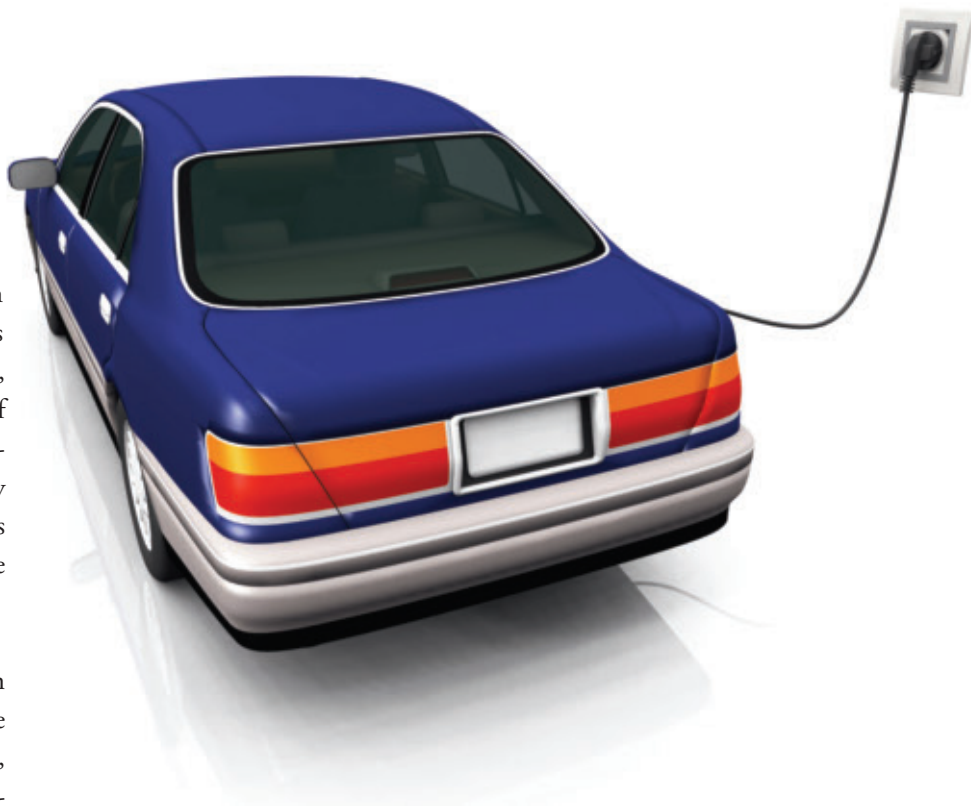
We consider that there are particularly good prospects for common approaches to regulation in the field of future technologies, such as RFID (Radio Frequency Identification), electromobility and nanotechnology. Transatlantic cooperation in these areas has the potential to avoid trade barriers from the start and to lead the way worldwide.

In this way, a powerful commitment to the practical benefits of the TEC could be forged. At the same time, the TEC would send a message to the business com-

munity – a community which has repeatedly expressed its strong support to the TEC, especially within the scope of the Transatlantic Business Dialogue (TABD), but rightly expects further tangible results after almost three years of the TEC's existence.

In general, the continued and even increased involvement of the stakeholders in the TEC process, in particular of industry and legislators on both sides of the Atlantic, remains vitally important.

The current crisis may well provide the European Union and the United States with the opportunity to overcome hurdles to achieving a fully integrated transatlantic market. We should take advantage of this opportunity and stand even closer together. The United States and Europe will only be able to tackle the current challenges by working together. It is time to tap the full potential of the Transatlantic Economic Council. The German government will continue to actively engage in this process. Support from the transatlantic business community remains of crucial importance for the success of the TEC, and we are looking forward in particular to the input from the German American Chambers of Commerce. **GAT**



ADVERTISEMENT

EUROPEAN OFFICE SUPPLIES



Same day
shipping

We carry...

- ▶ Leitz premium products
- ▶ Registers & Dividers
- ▶ Signature Blotter Books
- ▶ A-4 paper, files, sheet protectors
- ▶ Holepunches and more...

Hundreds of items in stock in our USA warehouse. Everything you need to organize your office using the traditional Ordner system.

Call for our complete catalogue today.

€mpire Imports

your source for European Office Supplies since 1940

PO Box 2728 • Amherst MA • 01004

GAT03

CALL NOW! 800-544-4744
www.empireimports.com

The Obama Presidency

*One year of fighting a spiraling economic downturn
- Trade policy expected to become a major issue*

In March 2009, numerous key positions in the new Obama-Administration had not been occupied, and the president had only just moved into the White House. At the same time as the new administration was slowly settling in to official Washington, it began to dawn on key players that an incoming administration had never faced such a high number of problems.

Most of the issues then were and

Economic challenges: The recovery and the budget

The administration – working closely with the democrat majorities in the House and the Senate – addressed the financial crisis, the housing crisis and the crisis of the automotive industry by creating or enhancing programs such as the American Recovery and Reinvestment Act (ARRA), the Troubled Asset Relief Program (TARP), the Cash for Clunkers Program, a number of incentives specifically aimed at improving the commercial prospects for energy efficiency and renewable energy initiatives. Moreover, investments in infrastructure, education and support for home buyers were conceived and implemented. A climate bill, a health-care bill, a credit-card reform bill, and a bundle of bills addressing the oversight of the financial markets have either been adopted, given force of law, or are still under discussion in Congress.

now remain problems connected with the state of the economy.



But the price was quite literally high. A budget deficit of more than \$1.5 trillion in 2009 and only miniscule fiscal relief as projected by the Office of Management and Budget (OMB) for 2010 have greatly diminished the financial scope. A recent surge in the unemployment rate, exceeding the 10% rate seen in Fall 2009 has decreased slightly in winter, although an outlook for 2010 remains uncertain. Though the pace of job losses has diminished steadily in recent months, the administration is expected to dip into the pool of residual TARP program funds to support job creation, foster the activities of small and medium-sized businesses (SMB), and to finance further investments in the national infrastructure. President Obama in a speech on the topic of job creation and economic growth, delivered at the Brookings Institution in Washington DC on December 8, 2009 underscored the fact that in spite of all governmental intervention, there were still 7 million jobs less in the United States than at the beginning of the recession. He pointed out that unemployment benefits had been extended due to the high unemployment rate, but stated that the administration is committed to laying the groundwork for new jobs in the private sector by investing in education and training, as well as by granti-

“A climate bill, a health-care bill, a credit-card reform bill, and a bundle of bills addressing the oversight of the financial markets have either been adopted, given force of law, or are still under discussion in Congress.”

ng tax relief and other incentives to small and medium companies.

Exports seen as key to fighting unemployment

As certain indicators such as productivity, housing prices, and the jobless rate seemed to stabilize and the the prospect of a moderate growth increase for the year 2010 began to take shape in the fourth quarter of 2009, the administration claimed to have achieved a certain degree of economic stabilization. Lawrence Summers, chief economic advisor to the president, and chief of the National Economic Council, together with Christina Romer, Chair of the Council of Economic Advisors, frequently repeat the mantra that fighting unemployment remains one of the major goals of the administration. After a presidential Job-Forum in mid-December involving 130



ABOUT THE AUTHOR

Dr. Thomas Zielke

Director Public Relations,
Editor "Washington News"

Phone: (202) 659-6831

Fax: (202) 659-4779

E-Mail: ThZielke@RGIT-USA.com

>>

academics including Nobel Prize winner Paul Krugman, a variety of corporate chief executives, union representatives, and key administration officials, the doubling of U.S. exports within the next five years was identified as one of the major elements for a sustainable economic recovery. As Fred Hochberg, CEO of the Export Import Bank (EX-IM) and co-chair of the meeting had previously declared some weeks before in a speech before members of the U.S. Chamber of Commerce, a focus of the administration in the next year will be supporting U.S. exporters companies and bolstering existing trade policy. U.S. Companies and their respective industry associations have urged the administration and Congress to streamline visa requirements, to provide tax relief for exporters, to enforce existing trade rules, and to seek for progress in the Doha-negotiations.

Trade policy still an open field

A comprehensive strategy and overhauled trade policy remains under discussion. In recent months, the administration

seemed to try different approaches in trade policy by both combining bilateral and multilateral activities concurrently. A good number of trade experts from the private sector and some members of Congress within the Democrat Party have criticized the administration as lacking focus and somehow acting vaguely with regard to finding middle ground between free and open market policies on the one hand and supporting protectionist tendencies along the lines of the "buy American" provisions in ARRA on the other hand. The critics could, and have in part cited the following examples:

- United States Trade Representative (USTR) Ron Kirk was trying to find compromises on agriculture and service issues with trade partners including China, Brazil, India, and South Africa as a precondition for joining in on another Doha-session. Kirk's efforts to achieve accord with China, Brazil, India and South Africa have been thus far unsuccessful.
- A number of Free Trade Agreements (FTA) including some awaiting signature, such as those with Panama or Peru, and others yet or to be finalized, such as the

Korea FTA, have enjoyed the support of the president and have been forwarded to Congress which itself is not yet willing to ratify them.

- The Trans Atlantic Economic Council (TEC), an EU-US Trade Forum highly appreciated by the private sector on both sides of the Atlantic, and established 2007 by an initiative of German Federal Chancellor Angela Merkel, finally met in formal session in October of 2009. But the first meeting with the new administration had been postponed several times by the US administration. It was held on a high-ranking level, but without U.S. Secretary of Commerce Gary Locke and USTR Ron Kirk being present, as both were at the time traveling in China.

- On imports, the administration very soon realized that the goal of a 100% container scanning in foreign ports until 2012 which was set under the Bush-administration would not be easy to achieve, so Janet Napolitano, Secretary of the Department of Homeland Security after her appointment in Spring 2009. She was confirmed by a recent study from the Government Accountability Office. But however a decision to return to a risk based analysis has not been taken yet.

- The administration has notified to congress its intention to join the Trans Pacific Partnership (TPP) agreement (a regional free trade agreement) with 7 states from the pacific rim. Meanwhile in the House of Representatives a bill that would urge the administration to re-negotiate NAFTA and WTO rules and to set restrictive rules for foreign investments and national public procurement was introduced. Although it might not

ADVERTISEMENT

HOULIHAN LAWRENCE

Relocating to or within the Metropolitan New York Area?

It is my primary duty to make this experience a positive one.
To assist you in any of your Real Estate needs, contact me today.

World-Class Service

H. Juergen Hess

Licensed Salesperson and EcoBroker®

914.833.0420 Ext. 362

Mobile: 914.409.8925

jhess@houlihanlawrence.com



Serving New York's Westchester, Putnam & Dutchess Counties and Beyond

www.juergen.hess.houlihanlawrence.com



AREA'S MARKET LEADER. SINCE 1888.
NUMBER ONE RANKED GLOBAL NETWORK.
BEST OF BOTH WORLDS.



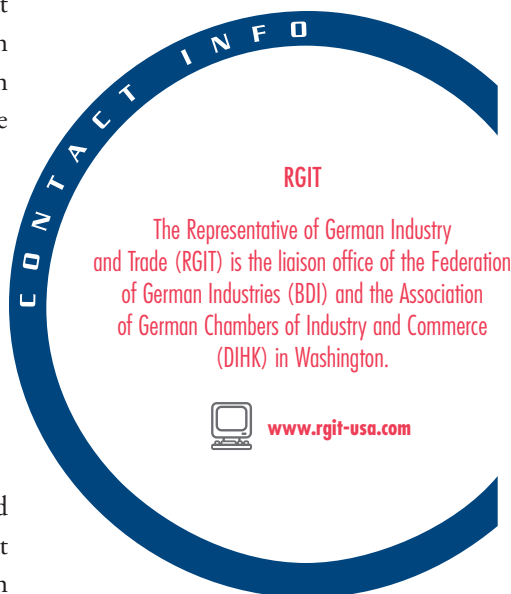
Exclusive Affiliate of
CHRISTIE'S
GREAT ESTATES

be very likely to become a law, the bill was reported to have found the support from nearly half of the democrats in the House.

Outlook for 2010: Moderate optimism among German companies

The expectations and estimations for the second year of the Obama administration may be formulated by others. They should consider the congressional elections in 2010. The Trans Atlantic Trade relation will further on rely on open markets and free trade. Despite from some irritations, the administration in its first year has launched some practical attempts to foster trade issues. German owned companies and their affiliates are still moderately optimistic

for the next year according to the First German American Business Outlook 2009/2010 which was presented in November 2009 at the Representative of German Industry and Trade in Washington D.C. in collaboration with the German American Chambers of Commerce and Roland Berger Strategy Consultants. They count for more than 600,000 jobs in the U.S. and their investments have reached the amount of \$212 billion in 2009. A Congressional Research Service Study on the U.S.-German Economic Relations issued November 30, 2009 states that Germany in the past ever has been a key ally of the United States on international trade issues. This finding might be a reminder to those taking decisions. **GAT**



ADVERTISEMENT



[www.germancompanies.us]

Online Directory of
German Subsidiaries in the US

- The Who's Who of German-American business relations
- Lists over 3,500 HQs and branch offices of German firms in the United States, as well as their parent companies in Germany
- Offers detailed information such as top executives, email addresses, number of employees, turnover and NAICS classification



Owning the Customs Process

by Mark K. Neville, Jr.

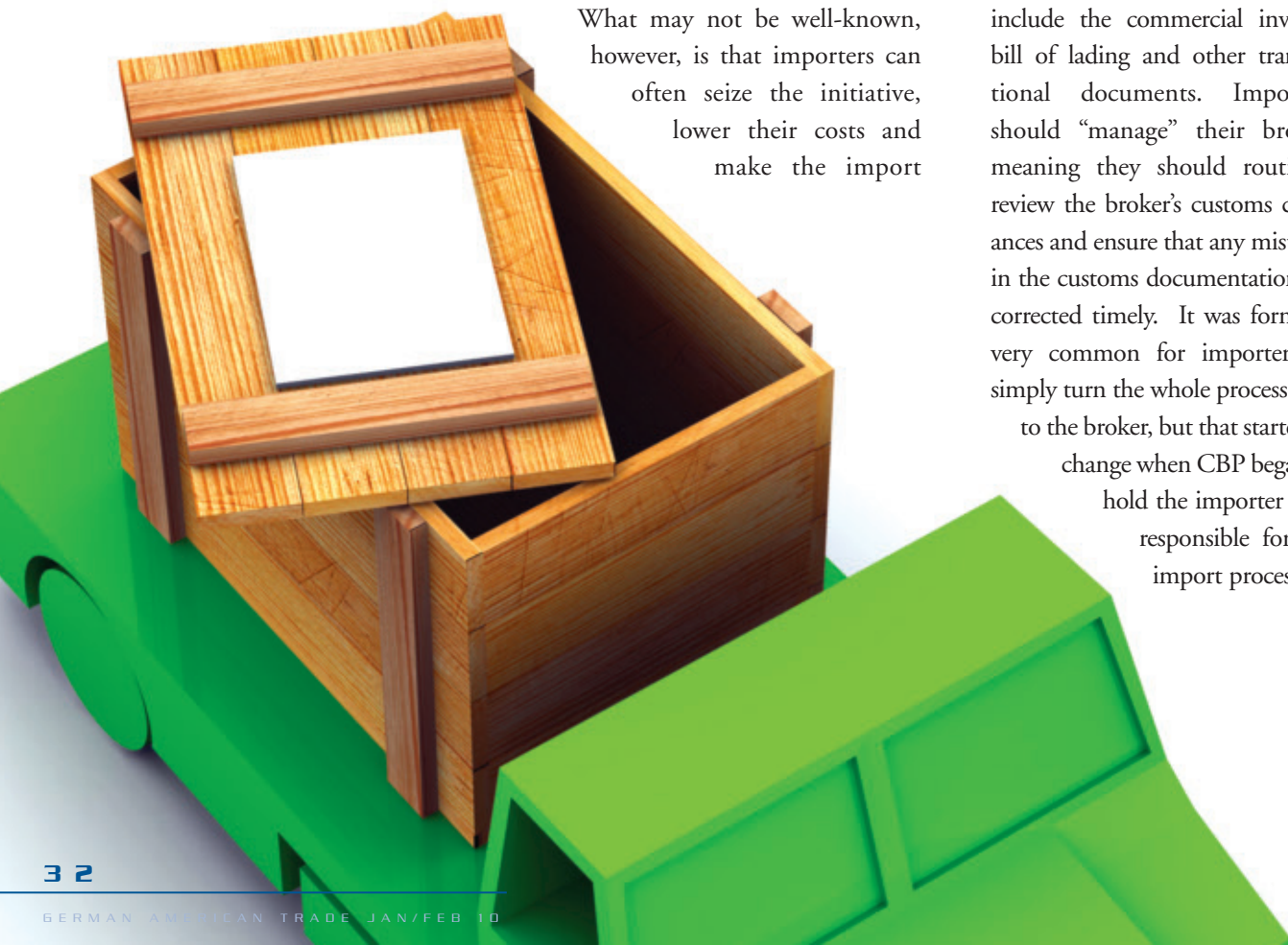
Germany has proven to be the top exporter from Europe to the United States on a consistent year-in, year-out basis, which is not surprising given the combination of the strong U.S. market and the equally strong German manufacturing sector. This is hardly news for the many German companies who are exporting to the United States, or to their U.S. affiliates who are doing much of the importing. Nor is it hardly news that importing into the U.S. can be a costly and confusing process, especially after the events of 9/11/01.

What may not be well-known, however, is that importers can often seize the initiative, lower their costs and make the import

process into a simplified, but strategic, process, giving them a competitive advantage. Let's build on this theme of owning the customs process.

Select a good broker

In order to "clear customs," importers will want to use the services of a good customhouse broker. Unlike the case in Germany and elsewhere, in the U.S. customs brokers must pass a rigorous test and must be licensed by Customs and Border Protection (CBP). The broker will prepare the customs entry documents, which will also include the commercial invoice, bill of lading and other transactional documents. Importers should "manage" their broker, meaning they should routinely review the broker's customs clearances and ensure that any mistakes in the customs documentation are corrected timely. It was formerly very common for importers to simply turn the whole process over to the broker, but that started to change when CBP began to hold the importer fully responsible for the import process.



Importer responsibilities

Even if the importer has hired a broker, it is the importer who is responsible for all of the technical aspects of the customs entry. These include the obligation to declare the

- Proper tariff classification for the imported article, which gives the duty rate – what is this article?
- Appraised value for the merchandise, which provides the tax base for computing the duty – how much is it worth?
- Origin of the article, which can trigger additional duties such as the antidumping duties levied on bearings or can lead to zero or lower duty rates due to free trade agreements (like NAFTA) or trade preferences – where is it from?
- Quantity – how many am I importing?

In addition, the importer must maintain adequate records, typically for five years from the entry date. Finally, the importer must also meet the responsibilities imposed by Other Government Agencies (OGAs), such as the Food and Drug Administration, the Environmental Protection Agency and others for whom CBP is the enforcement arm at the border.

As you can see, this is a lot to deal with. That is why selecting the right broker is so important.

Broker role is limited

While important, the broker's role is somewhat limited. As stated, the importer is ultimately responsible. Further, the expertise of the broker, so useful in expediting the clearance, typically leaves off when it comes to the planning and compliance issues that are often below the surface.

Planning

Customs duties are an indirect tax, actually one of the few indirect taxes collected by the federal government since we do not have a Value Added Tax (VAT). As is the case with many taxes, proper



customs planning can often eliminate, lower or defer duties. Given this fact, it would be a major mistake to view a duty rate as a “fixed” cost. Imaginative use of foreign trade zones or customs bonded warehouses, or use of “tariff engineering” to achieve a more favorable tariff classification, or the lowering of dutiable value by means of “unbundling” non-dutiable charges from the invoice price for the goods or making use of other valuation strategies are all available to the

>>





Mark K. Neville, Jr.

importer. An importer can make use of both “inward” and “outward” processing relief, to use European terms, or “temporary importation bond” or “American Goods Returned,” to use the U.S. terms. Finally, duty drawback will allow the refund of 99% of duties previously paid if the article is re-exported or if an imported component has been used to make a subsequently exported finished product.

Compliance

The importer is required to show that it has exercised “reasonable care” in meeting all of its responsibilities. The core of reasonable care is a well-defined system of

internal controls in place, with the import function headed by a person assigned that task, and with a good set of procedures and processes. Compliance is measured by CBP in compliance audits called “Focused Assessments.” Smart companies do not wait until they are notified of an audit to gauge their compliance but will often approach the task as one involving legal risk management. Importers will want to review their import program and, if appropriate, make a “prior disclosure” to CBP. If it is done correctly, a prior disclosure will virtually eliminate civil penalties for import mistakes.

Seek Legal Advice

Importers must be very careful how they structure their compliance efforts. Because it is a question of legal risk management, lawyers are uniquely qualified to counsel importers. Beyond that, there is “attorney-client” privilege to consider. Communications between a client and attorney are confidential, but communications with accountants or brokers are not protected. Finally, there is sometimes the question of conflict of interest, which can arise if an importer has relied on advice from a service provider, such as a broker or an accounting firm, in making its customs entries. Importers should be in a position

to freely explain their reliance on such advisors if there have been compliance lapses.

Cargo Security

The primary mission of CBP remains border protection. Importers should be aware of the need to meet their cargo security obligations, especially the Importer Security Filing (ISF) requirement for seaborne cargo to give advance notice before the goods are even loaded onto the ship in the foreign port. CBP started to enforce the ISF program in January 2010, with a \$5,000 liquidated damage assessed against each violation. Here, too, the importer can take the initiative and sign up for the C-TPAT (Customs-Trade Partnership Against Terrorism) program. A C-TPAT participant may face fewer cargo examinations, meaning its goods will have a shorter cycle time.

Conclusion

The “take away” message should be that importers of goods from Germany and other countries have many opportunities to gain competitive advantages if they actively manage the amount of duty that they pay, the amount of exposure to penalty they face and the degree of scrutiny their cargo may undergo. Fortune does not favor the passive in the importing game. **EAT**



From Country Girl to Miss Universe

Angela Beyer holds the Miss Universe title which she won recently in Los Angeles as part of the Professional & Amateur Universe Natural Bodybuilding Championships

PERSONAL BACKGROUND



I am a country girl from Bavaria, born in 1976, and I started my education as a banker in my hometown of Gunzenhausen.

Later I worked for more than ten years in various branches of a larger bank in the region of Mittelfranken. From time to time I helped out my father in our family business, a small GM car dealership.

After finishing school and being a full-time professional I was not as active as I was during my studies. I took the easy road, ending up as a typical "coach potato". I gained a lot of weight, lost my motivation for doing things, and I felt uncomfortable in my own skin.

So I decided to join our local gym, where I met my boyfriend who was a bodybuilder and who started working out with me. I got totally hooked! I felt vibrant and fired

up again, and I wanted to know it all. I became interested in learning everything about healthy lifestyles. The correct work-outs, the best nutrition and the right supplements became an important challenge for me.

I also learned the value of having goals and sticking with them. Impossible is not acceptable became my credo. Being on a schedule and having the will to optimize things were my focus. I am totally interested in shaping the body and knowing the secret of achieving the desired results. Also the natural path and the amazing power which comes with it are fascinating to me.

As the improvement in my physique became noticeable, I began to compete in small shows in the Figure Class. Being on stage was the greatest feeling, and I still love it to this day.

Why America

My entire family are fans of the U.S. We love this country and the opportunities which are pos- >>

sible here. We started traveling to the States in 1986 when I was a child, and I remember all the good experiences we had here.

My mom and dad always tried to spend as much time here as the holidays allowed. Miami was our first port of call. However, after a few years we discovered Naples on the west coast of Florida, and we all fell in love with this town. So my dad made his dream come true and bought a little vacation condo in Naples.

Naples always felt like a second home to us, and it was always hard to go back to Germany. We love the different cultures all combined in one country, the

American Way of Life, the spirit of this great country, the beauty of the nature and the positive attitude of the Americans.

I felt I needed a change, and with the blessing of my family, I made the decision to make my vacation home my permanent home. Nowhere else you can get more information, available selections of high end health products and education than in the U.S. Best of all, people around you are willing to support you and be happy for you. This positive quality is a special skill of the Americans which gives this country "extra" power. It is not always easy, but everything is possible here in the U.S., and there is always a way to reach your goals! Now I love the U.S. even more through the influence of my sport and the healthy life style.

Cultural Surprises

I have always been intrigued by the extremes prevalent among the different levels of American society. The strong conservative mindset is another surprising characteristic of the southern U.S. states (I am located in Florida). But particularly the American sense of volunteering impresses me

the most. Everyone here volunteers somewhere: women's shelters, animal shelters, Susan Komen - The Race for the Cure for Breast Cancer to name a few.

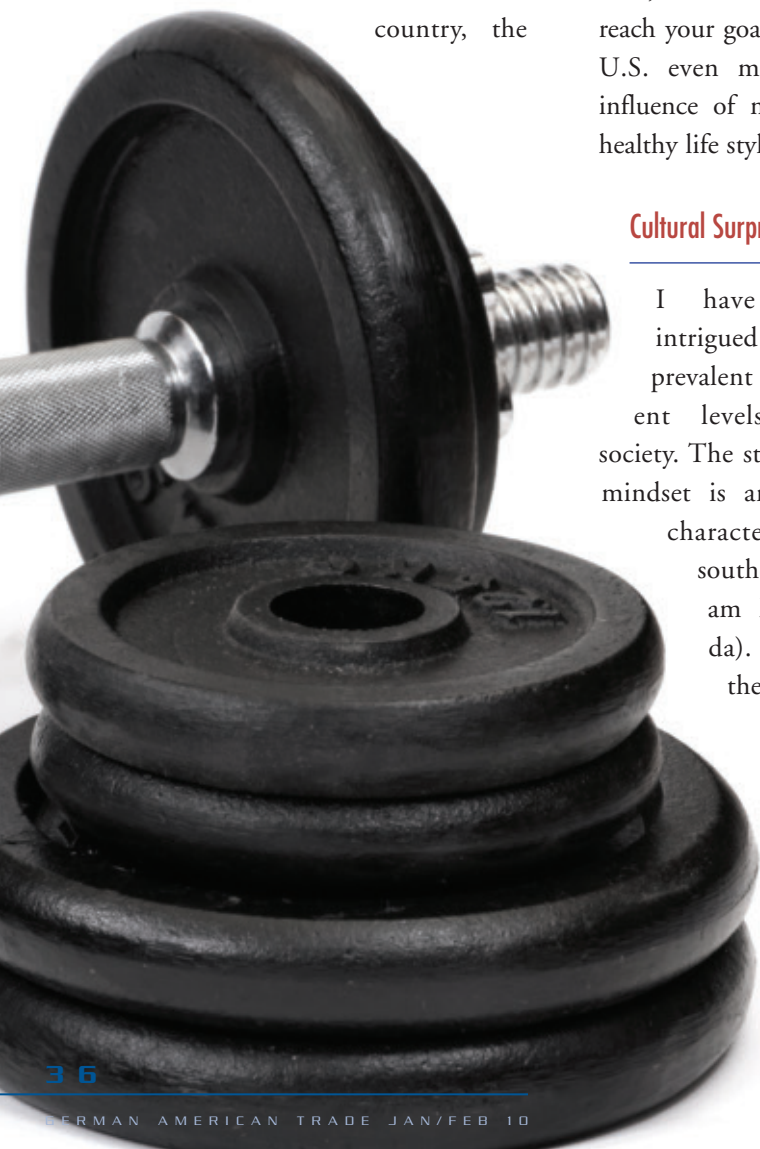
This strong dedication and commitment to helping others shows again the positive power of the U.S. and how beneficial it is to experience this. I myself volunteered at the Collier Spay and Neuter Clinic in Naples, I've done the Susan Komen Breast Cancer Walk every year since I've been here, and I volunteered at the local hospital several times. My worship at Summit Church has also helped me to recharge my spiritual batteries and has shown me the right way to become a better person.

Biggest Challenge

My biggest challenge has been getting through all of the paperwork for my U.S. visa and Green Card. My immigration lawyer, Sabine Weyergraf, has done a really great job. She has led me carefully through the whole application process and helped me out a lot with the often complicated documents.

Greatest Inspiration

Michael Ferenscik is a famous natural body building competitor and successful personal trainer.





Angela Beyer

He is an awesome person with much knowledge and experience. We have worked very well together as a team during my contest preparation, and he introduced me to the International Natural Bodybuilding Association. Recently Michael opened up an elite personal training studio where he uses his life coaching skills for the benefit of his clients. I am lucky to be supporting Michael with his different programs and projects.

In addition my work-out partner Blake Will who, with great patience and determination, has supported me through all my

hard workouts – no matter what – has been an awesome inspiration for me.

Of course another great motivation has been the support of all my American friends and co-workers who helped me through my special diet and the endless work-outs. Because of these special people the year 2009 was a dream-come-true for me. I won the overall title at the South Eastern Competition of Natural Body Building in Physique Class this past spring in Fort Myers. Then in September I placed first in the International Natural Body Building & Fitness Federation's Ms.

USA Competition in Los Angeles. At the end of year I was back in LA where I won the Professional & Amateur Universe Natural Body Building Championship.

BUSINESS BACKGROUND

Future Goals

I plan to stay in the U.S. and continue to learn as much as I can in the field of natural body building. Supporting a natural and drug-free sport and being an example of a healthy life-style are important for me, and I will continue to educate myself in all aspects of nutrition and training. Knowledge is power!

I also started my own company "Heavenly Life, LLC" with my partners. We plan to offer quality products for beauty and health. We are distributing the product line of Dr. Gerhard Knapp who is a well-known scientist and author of hair and skin cosmetics, nutritional supplements and the cure of allergies.

My life thus far in the U.S. has been an adventure marked by hard work, great friendships and unforgettable experiences. Hopefully I will be able to help others to accomplish their own personal goals just as I have done for myself. **GAT**

FAST FACTS HEAVENLY LIFE

Names of President:	Angela Beyer, Barbara Spallone, Wolfgang Gilles, Gabriela Singer
Hometown:	Gunzenhausen, Germany
Location:	Naples, Florida
Year Founded in the U.S.:	2009
Business Activity:	Healthy life products
Number of employees:	4



www.heavenlylife.org



Alameda Global Consulting

M&A and cross border transaction advisory



Thomas Michaelis, MBA, LL.M.

A strong rise of Mergers & Acquisitions activity linked with external growth intentions of many companies can be expected, parallel to the economic recovery, which

we may see in the next years. This should also be true for German-American cross border transactions where the bottom might have been in the 3rd quarter of 2009.

Other than M&A activities of big companies like "Blue Chips", a cross border transaction is often a one-time or at least rare event for small and medium-sized enterprises. Normally they do not have an M&A department. It would be much too costly to run such an organizational unit, if the company is not permanently searching and buying appropriate



targets. Such companies need a financial advisor and acquisition coordinator which is independent from banks and avoids conflicts of interest.

Alameda Global Consulting was founded to help companies with domestic deals in North America and Europe and particularly with cross border transactions. Small and medium-sized enterprises are a main client focus of Alameda Global Consulting. For big companies services can be delivered regarding small or medium-sized targets, split-offs, spin-offs and the acquisition or sale of small or large real estate portfolios.

Alameda Global Consulting project leaders have each more than 20 years of management and con-



www.alameda-global-consulting.com

sulting experience and are Columbia University MBAs with law or engineering education.

Alameda Global Consulting works as 'buy side' financial advisor, coordinates the Due Diligence activities and gives legal advice, where appropriate together with specialized lawyers and attorneys. This includes environmental regulations and labor law issues which are often very specific issues e.g. in Germany. The financial advisory includes not only comparisons with appropriate multiples - built on precedent deals - but also detailed discounted cash flow valuations based on commercial and financial Due Diligence and software based risk analysis. The handshake for the final agreement on the conditions can only be done by buyer and seller. But Alameda Global Consulting helps to find a reasonable price spread and by preparing the deal itself. It is important for a buyer to know a price which may be a good deal for him and a price which he should not overbid. Many company acquisitions are by far overpaid.

Often there is also an extensive target search process necessary to find appropriate targets. This can be done by Alameda Global Consulting by using specific information about appropriate target companies and databases, by performing direct market analyses and other strategic inves-

tigation about the competition in relevant markets.

Regarding German American cross border transactions, Alameda Global Consulting experts know the differences regarding both accounting standards and the different real estate valuation standards, and perform valuations for targets and sale objects in Germany according to American standards.

Alameda Global Consulting helps also as sell side advisor. This may be interesting for U.S. companies with small subsidiaries in Germany or German companies with small subsidiaries in the US which are supposed to be sold. Alameda sell-side advisor activities include structuring and implementing the sale process, identifying and contacting potential investors, drawing up information memorandum, organizing the data room, evaluating offers, negotiating the contract and coordinating potential further external advisors during the M&A process. **EAT**



Alameda Global Consulting Limited

140 Broadway, 46th Floor
New York, NY 10005

(212) 208 1441

board@alameda-consulting.com

ADVERTISEMENT



**Cultural Events
Language Courses
Private Instruction
Children's Program**

(212) 998-8660

deutsches.haus@nyu.edu

deutscheshaus.as.nyu.edu



Rott-am-Inn, Germany. He lived with the Muehlhuber family that summer. A forty-year friendship developed with their son, Sebastian Muehlhuber.

The Muehlhuber family lived across the street from the ALPMA cheese-packaging factory and has now worked three generations for ALPMA. ALPMA has developed into a world leader in the manufacture of high tech soft cheese equipment.

Specialty soft cheese is 16% of the \$40 billion U.S. cheese industry. Production volume in this segment has grown at a 7.2% compound annual growth rate since 2001.

An estimated 37% of the specialty soft cheese volume is consumed on the East Coast of the U.S. Only 12% of this volume is actually produced on the East Coast.

There is a shortage of specialty soft cheeses available in a constantly growing market. The opportunity to introduce a higher quality gourmet feta is also clear.

Rosenbaum and Muehlhuber conceived the idea of selling ALPMA equipment to process upstate New York milk in 1999, which ultimately evolved into Saratoga Cheese as a manufacturing facility in 2003.

German Roots

Saratoga Cheese and Saratoga Biogas



www.saratogacheesecorporation.com

Saratoga Cheese Corporation and Saratoga Biogas, LLC are two American start-up companies with German roots. Both are headquartered in upstate New York. Both deal with agricultural needs. Both are based on bringing German advanced technology to the United States, to increase productivity and profit for farmers and investors.

In the summer of 1969, Lawrence Rosenbaum was an exchange student through the University at Albany at a Goethe Institute in

The unique cultural bridge between the two friends enables two entrepreneurs to affect a transfer of sophisticated technology from Germany to the U.S. which large corporations have been unable to accomplish.



A proven team has been assembled to lead the company. This includes a founding chairman with a background in finance, government relations and planning, as well as a CEO with 35 years experience operating dairy plants, a COO who has built 12 plants from scratch to full operation, and a VP of sales with 40 years food commodity sales experience. Also, the cheese maker will come from Germany and has installed and operated the ALPMA coagulator technology for 8 years.

Current plans are to build a 64,000 square foot cheese-manufacturing facility at the Aurelius Industrial Development Agency Park next to Auburn, NY. The plant will use the milk of 10,000 cows (220 million pounds per year) to produce 30 million pounds of gourmet feta, fresh mozzarella and Hispanic melting cheeses.

All cheese produced will be both Halal and highest Kosher (rabbinical supervision begins with milking on the farms). Yet, the products will compete in price and quality in the national gourmet cheese marketplace.

Saratoga Cheese also intends to be the lowest carbon footprint in

the U.S. cheese industry per pound of cheese produced.

The footprint calculation begins with the ALPMA coagulator, which processes milk continuously from the adding of coagulant through cheese coagulation and the cutting of the cheese into perfect curd. The ALPMA machine is so efficient, that it uses only 40% of the electricity needed by the comparable vat technologies used in the U.S. cheese industry, and produces a higher yield as well.

Building on their cultural bridge, Muehlhuber introduced Rosenbaum to German biogas technology. Because of this technology's relevance to managing farm waste it can take pressure off the environment, allowing larger concentrated animal feeding operations, while reducing soil, water and air pollution.

German biogas technology is 20 years ahead of its' U.S. counterparts. Rosenbaum and Muehlhuber formed Saratoga Biogas, LLC in 2004.

The second part of the footprint calculation for cheese factory will

>>



ALPMA, located in Rott-am-Inn, Bavaria, is the manufacturer of the world's most technologically advanced cheese making system. Their machine, shown above, will be imported from Germany to central New York State.



From left: Imam Ahmed Kobeisy, Lawrence Rosenbaum, & Rabbi Nachman Simon on a dairy farm which will supply milk to the factory.

be the addition of a German technology biogas fermenter adjacent to the cheese factory. Manure, food and plant waste will be fermented into biogas, which will provide 60% of the total energy needed for the cheese factory.

In addition to reducing the SCC factory footprint to a very small number, it is expected that the destruction of methane produced from fermentation into biogas could provide as much as 100,000 metric tons of CO₂ equivalent carbon credits per year.

A third part of the carbon footprint calculation will be the placement of 100% of our whey solids for use in food manufacture.

In addition to the SCC fermenter, Saratoga Biogas plans to build 13 German technology based fermenters on the 13 farms providing milk for Saratoga Cheese. This will allow the first economies of scale for biogas in the U.S. There are currently over 4200 biogas facilities in Germany. The United States has only 125. On a comparative per capita basis, this would equate to over 20,000 biogas facilities to be built in the U.S. in the future.

New York State has certified Saratoga Cheese Corporation to be a Regionally Significant Project, making it eligible for \$4.5 million in grants and low interest loans from New York State, as well as \$12.4 million in tax credits and cash for creating 75 new manufacturing jobs.

The tax credits and cash will be distributed to investors along with a projected substantial return on investment.

Including government grants and low interest loans, Saratoga cheese has \$31 million in financing committed. We currently seek \$8 million in qualified investor equity.

Opportunities for qualified investors also exist for Saratoga Biogas, LLC.

The current Euro/dollar exchange makes German investment particularly advantageous. **EAT**



Saratoga Cheese Corporation

101 South Main Ave.
Albany, NY 12208

Lawrence Rosenbaum
518 253 4202

Lrosenbaum1126@cs.com



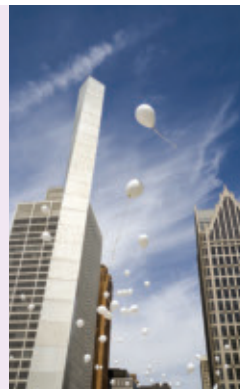
EVENT CALENDAR

January 1 - February 25, 2010

Jan. 19

New Year's Gala 2010

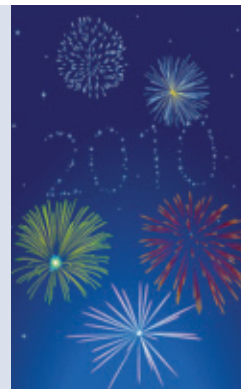
Held by GACCoM MI Chapter
Detroit, MI
www.gaccmi.com ▶



Jan. 20

New Year's Lunch

Held by GACC New York
New York, NY
www.gaccny.com ▶



Jan. 20

YEC Stammtisch

Held by GACCoM
Chicago, IL
www.gaccm.org

Jan. 26

New Year's Reception
& Grand Opening of New Office

Held by GACC South
Atlanta, GA
www.gaccsouth.com ▶



Jan. 27

New Year's Reception
& Grand Opening of New Office

Held by GACC South,
Houston Office
Houston, TX
www.gacctexas.com ◀



Jan. 27

Major League Networking:
A Union of International Business
and Soccer

Held by GACC PHL
Philadelphia, PA
www.gaccphiladelphia.com ◀

Jan. 28

Annual Economic Forum 2010

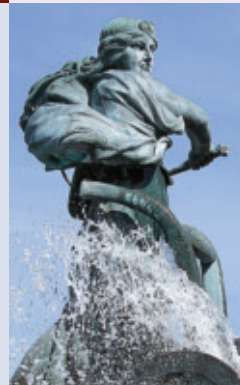
Held by all Chambers
Rosemont, IL
www.ahk-usa.com ▶



Jan. 28

Focus: Copenhagen
Climate Summit

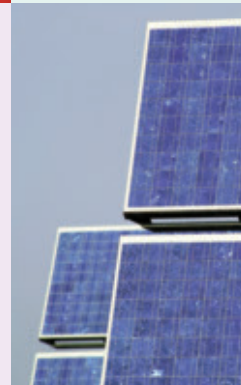
Held by GACC New York
New York, NY
www.gaccny.com ▶



Feb. 10

Expert Luncheon on Solar Energy

Held by GACC South, Houston Office
Austin, TX
www.gacctexas.com ▶



Feb. 11

Hax'n Essen

Held by GACC PHL
Philadelphia, PA
www.gaccphiladelphia.com ◀



Feb. 16

After Hours
Business Networking Event

Held by GACC South,
Houston Office
Houston, TX
www.gacctexas.com ◀



Feb. 18

YEC Stammtisch

Held by GACCoM
Chicago, IL
www.gaccm.org ◀

Feb. 19

MN Chapter: 2010 Scholarship
Award Dinner

Held by GACCoM MN Chapter
St. Paul, MN
www.gaccm-mn.org ▶



Feb. 23

Gtal Conference:
"Commercializing Future
Technologies: Investing
in the Nanotech-Regions
of Eastern Germany"

Held by GACC South,
Houston Office for Germany
Trade and Invest
Austin, TX
www.gacctexas.com ▶



Feb. 25

Gtal Conference:
"Commercializing Future
Technologies: Investing
in the Nanotech-Regions
of Eastern Germany"

Held by GACC SF
for Germany Trade and Invest
San Jose, CA
www.gaccsanfrancisco.com ◀

Feb. 25

European Chamber Meeting

Held by GACC South
Atlanta, GA
www.gaccsouth.com



GALA 2009 – 20 YEARS OF TRANSATLANTIC PARTNERSHIP IN TRADE AND COMMERCE

11/20: GACC-Philadelphia celebrated its 20th Anniversary at their Annual Benefit GALA at the historic Union League of Philadelphia. Over 170 guests mingled during the cocktail reception and enjoyed surprise entertainment by members of Magical Nights from New York. In addition to a gourmet dinner with fine wines and musical entertainment for dancing, the festivities included a Silent Auction with items like hand-crafted wooden toys from Germany, many holiday-inspired gift baskets as well as prizes from establishments in the Philadelphia region. Furthermore, GACC presented its Leadership and Service Award to Lufthansa German Airlines for their loyal and dedicated support since GACC's founding in 1989.

San Francisco, CA

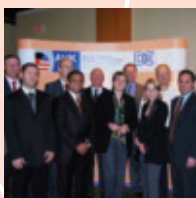


12/10 Christmas/Office Warming Party

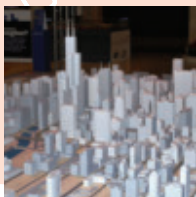
11/6 Annual German Wine Dinner



11/9 WindEnergy Business Networking Reception



11/9-12 Green Building Innovation Seminars



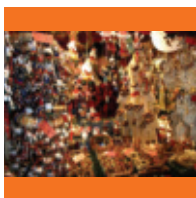
11/10 WindEnergy Business Conference



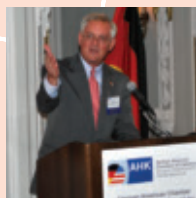
11/18 YEC Monthly Stammtisch



11/25-12/24 Christkindlmarket Chicago



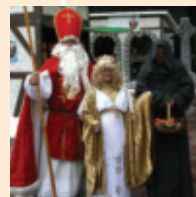
12/1 RSNA German Night Reception



Golden, CO Denver, CO

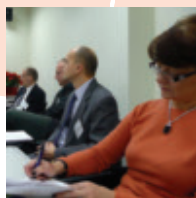


11/12 WindEnergy Business Networking Reception - Colorado



11/27-12/24 10th Annual Denver Christkindl Market

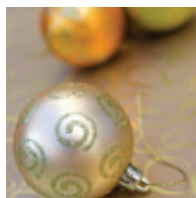
12/3 8th HR Executive Circle



12/4 Christkindlmarket Lantern Parade



12/16 YEC Holiday Reception



11/10 The Future of Green Building: 2nd German American Energy Efficiency Conference

GACC Highlights

November/December 2009



11/12 Freedom
without Walls
● St. Paul, MN

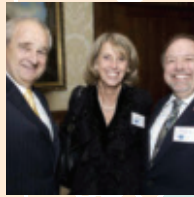


12/3 Holiday
Party 2009

● Milwaukee, WI
● Birmingham, MI
● Chicago, IL



12/2 Networking Reception
with the Consul General of the
Federal Republic of Germany
Onno Hueckmann

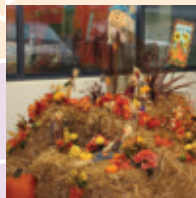


11/17 2009
Annual Fall Dinner

● Washington, DC



11/17 After Hours
Business Networking
at INP North America Inc.



● Alpharetta, GA
● Atlanta, GA

11/19 German American
Business Outlook - Reception



11/3 YEC Social Mixer



11/12 Presentation
about the H1N1 Swine
Flu Prevention



11/18 Transatlantic
Logistics Conference



12/2 Transatlantic
Climate Bridge



12/4 Sponsor
Appreciation Party

● Houston, TX

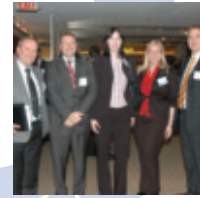


11/24 Panel on
"Transatlantic Biotech-Exchange"

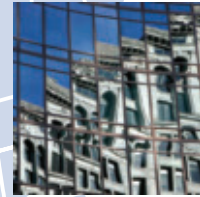
● Miami, FL



11/2 Focus:
Renewable Energy



11/16-17
U.N. Procurement
Seminar 2009



12/2 YEC Event:
Networking Reception
and Photo Exhibition

● New York, NY

● Philadelphia, PA



11/20 GALA 2009
20th Annual Benefit Event

Think global - act local

GACC chapters strengthen local business ties

GAT: You have been a Director on the Board of the German American Chamber of Commerce of the Midwest for 9 years. How do you see the role of our chamber?

GATTO: The role of the GACC is to foster interaction and collaboration between German and U.S. business and industry leaders. For me, the chamber has been a great opportunity to increase my understanding of how two foreign markets interact with each other on a global perspective, as well as providing me countless opportunities to meet new people and expand my network.

GAT: You are also the President of the Wisconsin Chapter. How do chapters work and what can you provide locally for your members?

GATTO: The chapter serves as a guidepost for members who are looking to be more involved in their local business community. Foreign or domestic business leaders can become involved in the chapter to network, learn about new business opportunities

and ideas, and to keep abreast of the latest developments both domestically and internationally that might affect their business.

GAT: How has your company benefited from your board membership and active involvement in the GACC?

GATTO: The GACC provides an excellent platform to interact and network with internationally focused business leaders. It is extremely important in these uncertain times for companies to maintain a global business perspective, and we feel that the state of North Rhine Westphalia offers opportunities unique in this regard. In fact, according to a recent Ernst & Young Study, Germany is the most attractive investment location in all of Europe, and #3 worldwide. The GACC helps us foster key relationships and enables our company to communicate new financial and regulatory developments in our state with the key decision makers here in North America, enabling a free flowing exchange of information and ideas that can mutually benefit both parties. **GAT**

Dr. John Gatto is President and CEO of NRW.INVEST (North America) LLC, located in downtown Chicago. John has served on the Board of Directors of the German American Chamber of Commerce of the Midwest since 2000, and has also been the President of the Wisconsin Chapter, which he founded, since 1999.

Dr. Gatto previously worked as an attorney at law and international management consultant in the US and several years as Director of the State of Wisconsin Department of Commerce European Office in Frankfurt. Subsequently, he worked as a self-employed international management consultant in the US, followed by several years in the senior management of an American company engaged in the production of medical equipment.

NRW.INVEST (NORTH AMERICA) LLC, a wholly-owned subsidiary of NRW.INVEST GmbH, informs companies in North America (USA and Canada) about the business location of North Rhine-Westphalia, its environment and investment climate, as well as legal and social conditions, towns, cities and locations, industries, and market opportunities. It identifies North American firms interested in locating in Germany and advises them from start to finish as they make their move to North Rhine-Westphalia.

John Gatto

President & CEO at NRW.INVEST (North America) LLC
150 N. Michigan Ave., Suite 2940, Chicago, IL 60601
312-629-7500 • johngatto@nrwinvestllc.com

BOARD MEMBER INFO



www.nrwinvest.com

GERMAN AMERICAN TRADE

THE MAGAZINE OF THE GERMAN AMERICAN CHAMBERS OF COMMERCE

Atlanta

German American Chamber of Commerce
of the Southern United States, Inc.
1170 Howell Mill Road, Suite 300
Atlanta, GA 30318
T 404-586-6800 F 404-586-6820
info@gaccsouth.com • www.gaccsouth.com

Chicago

German American Chamber of Commerce
of the Midwest, Inc.
401 N. Michigan Avenue, #3330
Chicago, IL 60611
T 312-644-2662 F 312-644-0738
info@gaccomm.org • www.gaccomm.org

Houston

German American Chamber of Commerce
of the Southern United States, Inc.
Texas Office
1900 West Loop South, Suite 1185
Houston, TX 77027
T 832-384-1200 F 713-629-8799
info@gacctexas.com • www.gacctexas.com

New York

German American Chamber of Commerce, Inc.
75 Broad Street, 21st Floor
New York, NY 10004
T 212-974-8830 F 212-974-8867
info@gaccny.com • www.gaccny.com
Editor & Advertising Coordinator:
Nicola Michels • nmichels@gaccny.com
T 212-956-1770 F 212-974-8867

Philadelphia

German American Chamber of Commerce, Inc.
One Penn Center, Suite 340
1617 John F. Kennedy Blvd.
Philadelphia, PA 19103
T 215-665-1585 F 215-665-0375
info@gaccphiladelphia.com
www.gaccphiladelphia.com

San Francisco

German American Chamber of Commerce, Inc.
California Branch
One Embarcadero Center
Suite 1060
San Francisco, CA 94111
T 415-248-1240 F 415-627-9169
info-ca@gaccny.com
www.gaccsanfrancisco.com

Washington, DC

ASSOCIATED PARTNER ORGANIZATION

Representative of German Industry and Trade
1776 I Street NW, Suite 1000
Washington DC 20006
T 202-659-4777 F 202-659-4779
info@rgit-usa.com • www.rgit-usa.com

Design and Production

Thinkersdesign

328 Commerce Street
Hawthorne, NY 10532
T 914-741-0445 F 206-203-3640
ideas@thinkersdesign.com
www.thinkersdesign.com

German American Trade is published bimonthly by the German American Chamber of Commerce Inc., 75 Broad Street, 21st Floor, New York, NY 10004.

Reproduction in whole or in part of any article is prohibited without permission.

Unsolicited manuscripts cannot be returned unless accompanied by a properly addressed envelope bearing sufficient postage. Editor reserves the right to edit letters to be reprinted. Editor and publisher cannot accept any liability for the accuracy or completeness of any material published. Contributed articles do not necessarily reflect the Chamber's position. If you have any comments regarding articles in this magazine, please call 212-956-1770.

Periodical postage paid at New York, NY and additional mailing offices: USPS number 025-026

One Year Subscription: US\$ 30 (Euro 48)

One subscription is included in annual membership dues.

Single copy: US\$ 5 (Euro 8)

U.S. postmaster send address changes to: German American Trade, 75 Broad Street, 21 Fl., New York, NY 10004.

Office of publication: New York

Publication date of this issue: Jan/Feb 2010

© Copyright 2010 German American Trade

GAT Editorial Team

Nicola Michels GACC NY *Editor*
nmichels@gaccny.com

Barbara Afanassiev GACC NY, Philadelphia Branch
bafanassiev@gaccphiladelphia.com

Ina Bohse GACC NY
ibohse@gaccny.com

Stefanie Jehlitschka GACC South
sjehlitschka@gaccsouth.com

Sabine Zimmermann GACC NY, California Branch
szimmermann@gaccny.com

Janka Pieper GACC Midwest
pieper@gaccomm.org

Julia Zimmermann GACC South, Texas Office
jzimmermann@gaccsouth.com

Thomas Zielke RGIT Washington
thzielke@rgit-usa.com

lufthansa.com

A STAR ALLIANCE MEMBER 

Longer fairy tales

A product of Lufthansa.

**With our excellent on-time performance,
you'll arrive home before bedtime.**

Make a promise to be home on time and keep it.
Our punctual performance on long-haul flights means
international travelers won't spend an extra moment
away from where they really want to be.



There's no better way to fly.™

Lufthansa