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Celebrating 60 years of Partnership: Lufthansa and the GACC



**German American Business Awards
Berlin Business Office Opens in New York**



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As 2019 draws to an end, we at the German American Chambers of Commerce look back at a year of accomplishments in the German American business community, while we eagerly anticipate the great potential 2020 holds.

Many of 2019's pivotal economic developments continue to unfold on a daily basis. Although it has proved to be a year of uncertainty, German American businesses have deftly managed to adjust to the various challenges and continue to thrive in the US. The economies of the US and Germany are, for the most part, still experiencing growth and low unemployment. Historically one of the main challenges for German companies in the US has been recruiting and retaining a skilled workforce. The GACCs will continue to work tirelessly to grow German style apprenticeship programs across the US.

2020 marks the start of a new decade with exciting business opportunities. There are many developments that the international community will need to focus on. That includes changes to global supply chains being affected by trade conflicts and protectionism or even new bilateral and multilateral trade deals. Additional factors are the changing digital landscape, new sources of innovation and, quite importantly, global politics, with the world anticipating the impacts of Brexit and the upcoming US presidential election.

The GACCs will go forward into 2020 by offering our members reliability in the face of uncertainty. A variety of valuable programs, events and services will help you to navigate this ever-changing business landscape, beginning with the presentation of the 10th annual German American Business Outlook (GABO) results. In addition to GABO, our signature annual events include: the German American Business Forum (DAWT), which will take place in Bielefeld, Germany; the German American Business Awards in Chicago; the SME Business Development Conference in Atlanta, as well as several major gala ceremonies hosted by our regional GACCs.

There is a long list of additional programs with prime networking opportunities scheduled at GACC locations throughout the US. We encourage you to visit our website www.ahk-usa.com for details.

Of course, the success of our organization couldn't happen without the support of you, our esteemed and actively engaged members, along with our dedicated GACC employees throughout the US. As Steve Jobs said: Great things are never done by one person. They're done by a team of people!

On behalf of all of us at the GACC, we wish you and your families a wonderful holiday season and a healthy, happy and successful New Year!



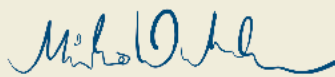
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Dietmar Rieg, President & CEO, GACC New York



Mark Tomkins, President & CEO, GACC Midwest



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German American
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Celebrating 60 years of Partnership

Lufthansa and the German American Chambers of Commerce

By Daniela Preis and Christina Semmel, Lufthansa Group

For the past 60 years, the GACCs and Lufthansa German Airlines have partnered in the shared vision of fostering a strong transatlantic relationship between Germany and the United States of America.

The commitment of Lufthansa to the US began with one route to New York in June 1955. When Lufthansa's Lockheed 1049 "Super G" Constellation first took off from Hamburg, Germany for New York in June 1955, it was not just the birth

of the airline's long-haul service, but also the start of six decades, and counting, of top-quality service for intercontinental air travelers.

What began as two long-haul flights a week from Germany to New York, taking 20 hours for the trip (including a stop in Düsseldorf and a refueling stop in Ireland), has evolved and expanded over the years. Lufthansa German airlines currently (i.e. as of summer week 38/2019) serves 205 destinations in

72 countries on five continents. Lufthansa's total fleet comprises 351 aircraft.

Nearly a decade prior to Lufthansa's historic first flight to the US, the German American Chamber of Commerce, Inc. was launched in New York, as an impartial, valuable and reliable facilitator of business relations between Germany and the US. It was in March of 1947 that the GACC was incorporated, opening an office a few months later at 71 Broadway in Lower Manhattan. Today, the GACC's New York office is just a stone's throw from that original location. Meanwhile, with about 2,500 members and an extensive national and international business network, the GACCs offer a broad spectrum of activities and services throughout the US. Offices are located in Atlanta, Chicago and San Francisco, which support several regional branches and chapters as well.

Lufthansa in North America

Nowadays, the United States is the most important market for Lufthansa outside of Germany. Therefore, Lufthansa Passenger Airlines and Lufthansa Group just announced a major route expansion to the United



Photo: Fritz Dressler / Lufthansa D 121-18-C95

Business Class in a Lufthansa Airbus A321-100



Lufthansa

States for the 2020 summer season. Lufthansa and its Group partner carriers will soon serve 25 US gateways nationwide, with six new routes from the Frankfurt and Munich hubs to Seattle, WA, Detroit, MI, Washington, D.C., Phoenix, AZ, Las Vegas, NV and Anchorage, AK.

The Group's Network carriers, Lufthansa and SWISS, and also Eurowings, will launch these new routes, as well as bolster existing services, to both leisure and business destinations throughout the US. Through this streamlined connectivity at the group's hubs in Frankfurt,



Photo: Ingo Wagner/
Lufthansa D 120-18C 197

Business Class in a Lufthansa long-haul plane



Photo: Deutsche Lufthansa AG

The New York Times

JUNE 3, 1947

COMMERCE GROUP FOR GERMAN TRADE

New Chamber Is Organized
to Foster Export Relations,
Compile Business Data

A United States-German Chamber of Commerce, Inc., with offices at 71 Broadway, has been organized for the purpose of stimulating private trade between the two countries by investigating markets, by assisting members in making contracts for transactions in the two countries, and by compiling data on trade conditions and availability of goods, it was announced yesterday.

The new chamber was incorporated in March and now has fifteen paid-in members, according to Daniel P. McDonald, president. They represent importers of chemicals, chinaware, hardware, toys and surgical instruments, he stated.

Mr. McDonald is planning to leave shortly for Germany to talk with officials of the Joint Export-Import Agency of the British and American zones to cooperate with this organization in studying ways of removing present trade barriers to private German-American trade. Mr. McDonald stated that he is also planning to contact chambers of commerce and other German trade bodies for the purpose of establishing sources of information on trade opportunities and availability of merchandise in that country.

Besides Mr. McDonald, who was attorney in the Department of Justice and a Government official during World War II in the liquidation of enemy alien businesses, G. A. Gauerke is executive vice president and L. F. Turk, treasurer. The latter were formerly connected with the German Consulate General in this city and left during the Hitler regime.

Both organizations joined
in their commitment to the US



Photo: Deutsche Lufthansa AG

Munich, Vienna and Zurich, the Lufthansa Group will be able to offer even more travel opportunities globally.

Transatlantic Partner for over 60 years

Lufthansa is a pillar in the transatlantic relationship and a proven partner linking the US business

community with German and European businesses in the finance, technology and innovation sectors, and in the burgeoning aviation industries on both sides of the Atlantic. On the other hand, leisure customers can also enjoy the variety of connections from the US to the Lufthansa Group's hubs and connect further from there to destinations all over the world.

Since they began collaborating with each other in 1959, Lufthansa and the GACCs have built a solid partnership - a partnership dedicated to supporting German American relations throughout the US and maintaining the meaningful ties that connect Germany and the US. ■



Photo: Deutsche Lufthansa AG / CHD316-8-9

Lockheed L 16 A "Super Star" in flight (1957)



Photo: Deutsche Lufthansa AG / CHD342-23

Lufthansa Boeing 720 in flight (circa 1961)



Photo: Deutsche Lufthansa AG

Historical Crossroads: The 2019 German American Business Awards

By Nils Schaede, GACC

"Through their groundbreaking technologies and commitment to professional excellence, German subsidiaries are a boon to the US economy. We are proud to honor companies that develop innovative technologies, deliver high quality services that boost business, and drive German investments in the US."

**Mark Tomkins,
President & CEO,
GACC Midwest**

Guests of the 2019 German-American Business Awards discovered German-American success stories both past and present at the Chicago History Museum, a new venue for the German American Chamber of Commerce of the Midwest's annual gala. The event's 220 guests from across the US and Germany celebrated the winners of this year's awards next to artifacts from Abraham Lincoln and the Chicago World's Fairs, giving attendees a chance to explore the museum's exhibits as they networked with C-level executives from German-American companies.

This year's sold-out event celebrated three winners in Excellence in Innovation, Services, and Economic Development. The German American Business Awards constitute the highest accolades in transatlantic business and showcase the continued strength of German-American trade. German investment in the US in 2018 was \$406 billion, and German companies have created close to 700,000 US jobs—just two examples of the enormous contributions German companies bring to the US economy.

This year's winners came from across the US and exemplify



Congratulations to the winners of the German American Business Awards! Excellence in Economic Development: Wisconsin Economic Development Corporation (WEDC); Excellence in Innovation: Rommelag USA; Excellence in Services: JKJ & H International



Excellence in Innovation

Rommelag USA (Evergreen, CO) is the winner of the Excellence in Innovation Award for its leading-edge vaccine packaging and delivery system. The company uses Blow/Fill/Seal (BFS) technology to create an alternative plastic vaccine container that allows for lower costs and higher-quality vaccine delivery to developing countries. Rommelag built a facility to test this technology in an environment specifically designed for biological products.

>> www.rommelag.com

excellence in the strong network of the German American Chambers of Commerce, with over 2,500 members.

Sharing Stories

The German American Business Awards are a wonderful platform for our members to share their success stories. Receiving the award for Excellence in Innovation, Tim Kram, General Manager at Rommelag, said, "We would like to thank the GACCs for their recognition of our work to provide cost-effective solutions that will result in more children receiving their vaccinations throughout the world."

For the first time ever, the GACCs recognized excellence in economic development, and the Wisconsin



Excellence in Services

JKJ & H International (Newtown, PA) is the winner of the Excellence in Services Award. The insurance and risk management service provider works closely with both parent companies in Germany and their US subsidiaries coordinating insurance solutions across borders with in-depth knowledge of both market environments. The company's clientele consists largely of German Mittelstand companies, with an emphasis on the manufacturing sector, giving clients confidence in their risk management solutions and the determination to grow their US investments.

>> www.jkj-h.com



Guests networked over dinner, live music, and dancing.



Excellence in Economic Development

Wisconsin Economic Development Corporation (WEDC) (Madison, WI) is the winner of the Excellence in Economic Development Award. The German and Wisconsin economies are closely intertwined, with strong trade connections and significant German investment in the state. German collaborations in the state include partnerships between the German Water Partnership and The Water Council as well as strategic cooperation in the food and beverage sector. In 2017, HARIBO chose Wisconsin as the home for its US production—one of the largest investments in new operations by an overseas company in Wisconsin history.

>> www.wedc.org



The German American Business Awards took place for the first time at the Chicago History Museum.

"We would like to thank the GACCs for their recognition of our work to provide cost-effective solutions that will result in more children receiving their vaccinations throughout the world."

Tim Kram, General Manager, Rommelag

Economic Development Corporation won the inaugural award for its work in attracting and supporting German companies expanding into the state. Several member companies from Wisconsin were in attendance and added to the success of the event – Hermle USA, Inc. and its apprentices designed and created this year's awards, making them truly one-of-a-kind. In preparation for its new factory

in Pleasant Prairie, Wisconsin, member company and event sponsor HARIBO sent its beloved mascot, the Gold Bear, to this year's Awards. Attendees made sure to take a picture with him and to enjoy samples of HARIBO's sweet treats. After the multi-course dinner, guests had the chance to win special raffle prizes such as a signed jersey from member company and legendary German soccer

club BVB Dortmund.

Last but not least, our members outbid each other for the auction of a painting to benefit the German International School Chicago before rounding out the night with live music and dancing. It was a night of celebration, innovation, and new connections that lead the way into another strong year for German-American business. ■

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The HARIBO Gold Bear stopped by the Awards to greet fans. HARIBO was a sponsor of the event.



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Fifth Annual East Coast Industry Forum (ECIF)

Focus on Artificial Intelligence in Education, Industry and Training

By James Freeman, GACC

Artificial Intelligence, or as it's commonly referred to these days, AI, is not just some futuristic concept anymore. It's here, and it's actively being implemented - from how you engage with your key stakeholders to how you fundamentally operate as an organization. And as it continues to evolve, it will play a major role in the world's digital revolution, affecting nearly all aspects of our lives.

This past October 18, the Pittsburgh

Chapter of The German American Chamber of Commerce, Inc. (GACC NY), in partnership with the Carnegie Bosch Institute, hosted the fifth annual East Coast Industry Forum (ECIF) at Carnegie Mellon University in Pittsburgh.

This year's ECIF focused on AI trends, specifically impacts on education and training, ethics and our future workforce. Which industries will be affected, and how can they prepare for a future with AI?

Paul Overby, Honorary Consul, Federal Republic of Germany and Chairman of the Board, GACC PIT, welcomed the more than 120 guests and participants, stating: "It is an honor to host the ECIF in Pittsburgh, a city that has long and deep relations through immigration, business, technology and academia with Germany," He added that "AI is a perfect lens through which to strengthen the connections, and to do so with the participation of Bosch and CMU is particularly gratifying."

Rachel Mauer, President of the Pittsburgh Chapter of the GACC introduced the forum's first keynote speaker, Zico Kolter, Chief Scientist of AI Research for the Bosch Center for AI, who lead a discussion on AI in education.

Kolter began his presentation by defining AI in clearly understandable terms and stating how it must be de-mystified to help eliminate the fears many of us may have about this bold technology. "Don't think of AI as a mysterious superhuman oracle; think of it as a million expert eyeballs constantly monitoring your data streams," he said.

He went on to say that the AI paradigm already has the ability to



From left: Rachel Mauer, Paul Overby and Sylvia B. Vogt

“Don’t think of AI as a mysterious superhuman oracle; think of it as a million expert eyeballs constantly monitoring your data streams,”

Zico Kolter, Chief Scientist of AI Research for the Bosch Center for AI

transform industries, but there is still a long road ahead, and we need to tackle some of the risks and dangers, including ethical and social impacts. “Automating the easy things will be the real initial value of AI,” Kolter stressed.

The first panel discussion was on AI in education and focused on how it is being integrated into university and K-12 curriculum. Kenny Chen, Executive Director of PART (Partnership to Advance Responsible Technology) moderated this panel, consisting of speakers: Peter Brusilovsky - Professor of Information Sciences and Intelligent Systems, University of Pittsburgh | Diane J. Litman - Professor of Computer Science, Senior Scientist, Learning Research & Development Center, Co-Director, Intelligent Systems Program, University of Pittsburgh | Dr. Justin Aglio - Director of Innovation, Montour School District in Pennsylvania.

This panel explored how students have embraced AI in ways that foreshadow upcoming trends. Dr. Aglio commented on the importance of teaching AI and providing AI experiences at all levels of education, from kindergarten upwards. We have to design today for the future of AI,



The AI in Industry roundtable discussion



Lujo Bauer delivers his keynote presentation on AI & Cybersecurity.

and that needs to happen already in early education, according to Dr. Aglio.

One of the highlights of this session featured four students from Montour Middle School who demonstrated their AI project: the creation of a custom setting for Google Home and Alexa that provides answers to student questions about entering high school. Instead of the ubiquitous Alexa voice, the voices of the students who created this tool can be heard answering questions, for a more authentic user experience.

The panel discussion that followed, on AI and Mobility, was moderated by Jon Delano, KDKA Money and

Politics Editor. Panelists included: Patrick Mondi - Sr. Director Global Real Estate Operations at Lime | Din Zhao - Director of Safe AI Lab, Carnegie Mellon University | John Thornton - Chief Executive Officer, Astrobotic.

Our panel of experts discussed how AI is influencing our mobility, from driverless cars to scooters and even payload deliveries to the moon. Patrick Mondi stated that AI will help to better integrate the various existing transportation systems we have to create better and more efficient results – an “optimizing of an entire system.” However, Mondi stressed that we must be careful of over-promising and under-delivering

on these great technologies, including AI.

Moderator Jon Delano ultimately prompted the speakers in a spirited discussion on how AI will most likely disrupt the workforce in some way or another, which most likely means job losses. The panel agreed that to offset such upheaval, it's imperative to have effective, up-to-date job training and education policies in place that will keep pace with AI technology.

Lujo Bauer, Director of CyLab's Cyber Autonomy Research Center, was keynote speaker for the next forum session on AI in the world of Cybersecurity. He outlined three levels that AI can help in achieving computer security: on the application level, by detecting and preventing software vulnerabilities; on the network level, by detecting and preventing attacks; and on the human level, by providing actionable advice and new insights.

“Computer security needs a reboot,” Bauer said. “Traditional approaches no longer suffice.”

The final session featured an industry roundtable on Risks & Opportunities and the Future of AI in Industry, moderated by Sylvia Vogt, President, Carnegie Bosch Institute, Robert Bosch. Speakers included: Kayhan Batmanghelich - Assistant Professor at the University of Pittsburgh Department of Biomedical Informatics



The AI in Education panel, with Dr. Justin Aglio introducing the Montour School District AI program.

*"Computer security needs a reboot,
traditional approaches no longer suffice."*

Lujo Bauer, Director of CyLab's Cyber Autonomy Research Center

| Amit Chakraborty - Head, Predictive Analytics, Siemens | Marie Batz Martin - Director, Cohen & Grigsby.

From healthcare to manufacturing, agriculture to intellectual property... AI will affect all these industries. The experts on this panel discussed how AI will increase work efficiency by freeing up employees from repetitive tasks. Work can be accomplished with greater accuracy through a symbiotic relationship created between humans and machines.

However, accumulating the data to drive AI is a big challenge and includes privacy risks that we are already grappling with and will continue to grapple with as AI evolves.

In his closing remarks, Mark Anthony Thomas, President of the Pittsburgh Regional Alliance, summed up how this year's ECIF provided the perfect platform to discuss AI implications. The forum concluded with lunch and networking, during which attendees exchanged ideas and opinions and forged collaborations based on the information presented that day.

Over the last five years, the GACC NY has organized its annual ECIF at metropolitan hubs throughout the northeastern US, including Pennsylvania, New Jersey, New York and Massachusetts.

"Our East Coast Industry Forums

offer compelling and relevant information to assist private and public institutions in developing programs that benefit their local communities," said Rachel Mauer, President of GACC PIT. "It also provides great networking opportunities for leaders of government, education and industry who attend."

"Cutting-edge research and interdisciplinary collaboration at the intersection of academia and industry have made Pittsburgh one of THE leading hubs for AI," said Sylvia B. Vogt, President, Carnegie Bosch Institute. "The ECIF presented latest trends and insights from research, education and industry on what is shaping our future." ■



Montour Middle School students present their AI project.



Mark Anthony Thomas provides the ECIF closing remarks

Berlin Business Office Opens in New York

Increased Transatlantic Business Opportunities Anticipated

By James Freeman, GACC

To facilitate closer cooperation and make it easier for Berlin-based companies to enter the US, Berlin's Mayor and Senator for Economics, Energy and Public Enterprises Ramona Pop announced the opening of the Berlin Business Office in New York City this past September 17.

The announcement coincided with the visit of an economic delegation from Berlin to the US, organized by the German American Chamber of Commerce, Inc. (GACC NY).

In recent years, Berlin has become the leading German and European hub for fast-growing and highly innovative companies in future industries. The rapid development of the Berlin economy can also be attributed to excellent relations with the US. With a trading volume of 2.5 billion euros (approximately \$2.7 billion) the US is Berlin's most important trading partner. Berlin's most important export goods to the

US are machinery and high-quality technology products, as well as pharmaceutical products.

In addition to supporting Berlin companies and entrepreneurs, the new Berlin Business Office in New York will help bolster Berlin's increasing worldwide popularity and enhance the existing strong economic relations between the German capital and the United States.

"Especially during these uncertain times, we want to strengthen the ties between the US and Germany," Senator Pop said. "The Berlin Business Office intends to attract American companies and investors to Berlin as well as support Berlin-based companies in establishing business relationships in the USA."

Dr. Beatrice Kramm, President IHK Berlin (Industrie u. Handelskammer) added: "The US has been Berlin's most important trading partner for almost two decades, so it is only logical that the capital now also has representation in the US. The Berlin Business Office will open doors for us in the world's largest economy."

The Berlin Business Office is headed by Kristina L. Garcia and is located within the GACC NY office complex



Kristina L. Garcia, Managing Director of the new Berlin Business Office in NYC.

"The US has been Berlin's most important trading partner for almost two decades, so it is only logical that the capital now also has representation in the US."

Dr. Beatrice Kramm, President IHK Berlin

at 80 Pine Street, in the heart of New York's Financial District.

"We're thrilled to celebrate the opening of the Berlin Business Office in New York City," said NYCEDC President and CEO James Patchett. "New York City is home to a diverse ecosystem of startups and innovative companies that are creating the jobs of the future. This new space will encourage entrepreneurs and business leaders to consider the benefits of cross-cultural collaboration and will spur new economic growth opportunities for both of our cities."

"On behalf of the GACC NY and

someone who hails from Berlin, I want to express how delighted and honored I am that Berlin's Senate for Economics, Energy and Business has chosen to collaborate with our organization in launching Berlin's new Business Office here in New York," GACC NY Chairman Andreas Fibig said. "This opens an exciting new chapter in business relations between two visionary cities."

Metropolitan New York has 20.2 million inhabitants and is one of the leading locations for finance technology, the chemical industry, the electrical, textile and media industries. New York is home to more

than 7,000 startups and the American ecosystem with the most unicorn companies after Silicon Valley. Sub-sector strengths in startups include the manufacturing and robotics, cybersecurity and health-care industries. In the meantime, New York City has replaced London as the world's most important financial center. ■



From left: Beatrice Kramm, President of the IHK Berlin, and Ramona Pop, Mayor of Berlin and Senator for Economics, Energy & Public Enterprises, presenting a symbol of Berlin to Kristina Garcia at the opening of the Berlin Business Office.



Press conference in New York

The South Carolina Fraunhofer USA Alliance

Advancing Cutting-Edge Research with Real-World Application

In May of 2019, the South Carolina Council on Competitiveness announced an alliance between itself, the South Carolina Department of Commerce, and the Fraunhofer USA Center for Experimental Software Engineering CESE to establish the South Carolina Fraunhofer USA Alliance (the Alliance).

In less than a year, the Alliance has made strides in its mission to serve as a collaborative effort to advance applied research in engineering and technology across the state of South Carolina and has sparked a new level of interest in the state's research capabilities.

Prior to an official announcement, Alliance partners were laying the

groundwork to support industry-led research projects across the state. Companies like BMW, Safran, Bicycle Company of America and others had research projects in the works that have since been completed with the support of the Alliance. Its formalization as a statewide collaborative effort has helped create further cohesion in connecting business needs to researchers and to funding opportunities.

The first project to be fully originated, implemented, and completed with the support of the Alliance was announced in 2018 as a collaboration between the University of South Carolina, Fraunhofer USA, and two South Carolina firms – Datos Technologies, a data science consulting firm, and international logistics company, G&P

Trucking. The project focused on developing a cloud-based platform to offer South Carolina logistics companies a variety of services such as optimized business processes, real-time decision-making, risk management, and cybersecurity and privacy enforcement. The project required researchers to collect and integrate data from Internet-of-Things (IoT) devices and external big data systems like weather information, economic factors, fuel prices, real-time traffic conditions, and social media. The end result was a comprehensive tool for improved competitive advantages through resource optimization and cost reduction.

In addition to propelling the state's applied research capabilities forward, the Alliance has also helped introduce Fraunhofer USA, an affiliate of Fraunhofer Gesellschaft. To those who may not be familiar with the prestigious global organization, Fraunhofer Gesellschaft was established after WWII, and the German-based Fraunhofer Gesellschaft has grown to include over 26,000 researchers and employees with affiliates and representative offices across the globe, covering virtually every major field of technology. Within that global network, Fraunhofer USA has grown to include six centers across the United States, each of which helps connect the business need for innovation to the researchers and research institutions that can help address the need.





With more than 200 German companies in the state, it was a sound decision to leverage the already strong business relationship between Germany and South Carolina by establishing Fraunhofer USA's first southeastern presence in South Carolina.

Susie Shannon, President & CEO of the South Carolina Council on Competitiveness, says that the work of the Alliance and the research it will support will give the state even more of a competitive edge by turning research into products at the pace of business.

"As a nonpartisan, business-led, nonprofit organization our mission is to drive the state's long-term economic growth. A cornerstone of our work is to support industry clusters by furthering actionable research studies that empower companies with the information needed to grow and sustain their competitiveness," says Shannon. "So, we're very proud to be a part of this initiative with the Department of Commerce and Fraunhofer USA to develop and manage the Alliance and to help raise South Carolina's national and international profile as a leading provider of industry research and technology."

Dr. Adam Porter is Executive Director of the Fraunhofer USA Center for Experimental Software Engineering CESE based at the

University of Maryland. Dr. Porter oversees applied research to support software-enabled innovations created by customers in industry, government, and academia. As a representative of Fraunhofer USA and a part of the Alliance, he says they're excited to expand Fraunhofer USA's presence to South Carolina.

"Our mission is to get technology to companies so they can be more successful. Working together with highly creative researchers at South Carolina universities, statewide leadership organizations like the Council on Competitiveness, and forward-looking South Carolina companies, we can do just that."



"This new alliance with Fraunhofer USA gives South Carolina a unique competitive advantage by introducing a model to bring the state's universities into the problem-solving needs of our companies."

**Bobby Hitt ,
South Carolina
Secretary
of Commerce**



Dr. Adam Porter, Executive Director of the Fraunhofer USA Center for Experimental Software Engineering CESE

As the Alliance gains momentum, it will continue to impact multiple constituencies throughout the state. Businesses and industries will have access to applied research technology that can solve their most pressing real-world challenges, and colleges and universities will have a chance to connect to the Fraunhofer Network, gaining access to resources to enhance their research capabilities.

According to South Carolina Secretary of Commerce Bobby Hitt, the establishment of the Alliance will have long-term implications as South Carolina works to further its position as a destination for world-class talent. "This new alliance with Fraunhofer USA gives South Carolina a unique competitive advantage by introducing a model to bring the state's universities into the problemsolving needs of our companies. The creation of the South Carolina Fraunhofer USA Alliance reinforces our reputation as a business-friendly state that supports advanced research, and we're excited about the innovation that will result from this initiative."



Susie Shannon, President & CEO of the South Carolina Council on Competitiveness

Ultimately, the establishment of the Alliance can be viewed as a natural progression for industry in South Carolina. For decades, the state has had a reputation for being a leader in manufacturing. In recent years, it has leaned into advanced manufacturing and the many ways that innovation has led industries to evolve. The state's aerospace industry is soaring with businesses like Lockheed Martin recently announcing it will build F-16 aircraft in the Upstate, the logistics industry is growing stronger and more robust as it leads efforts to integrate technology into day-to-day operations, and technology firms are spreading red-hot across the state. All are indicators that the Palmetto State has remained on the cutting edge of advancing and diversifying key industries. For its part, the Alliance will be a part of ushering in a next phase of industry growth for South Carolina by underscoring the state's commitment to supporting sustainable applied research.



Bobby Hitt, South Carolina Secretary of Commerce.

South Carolina is counting on rapid developments of practical new technologies to advance the state's competitiveness and the South Carolina Fraunhofer USA Alliance is anticipated to generate a positive economic impact within the state by attracting more businesses, researchers, and investment dollars.

The Alliance will fund research projects that can meet key criteria and can make a measurable impact by developing innovation that can move industry forward. The funding application process is open to any South Carolina entity – university, public, or private sector company – seeking innovative solutions. ■

For More Information

Additional information can be found at:

>> www.sccompetes.org/fraunhoferusa/

or by contacting
Suzanne Dickerson,
Director of the SC Fraunhofer
USA Alliance at

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German American Chamber of Commerce Names Top German Startups for 2019

SalesViewer® Crowned Winner at 5th Annual Newcomer of the Year Event

By James Freeman, GACC

SalesViewer® was named winner at the 5th Annual Newcomer of the Year Award ceremony hosted by the German American Chamber of Commerce, Inc. (GACC NY). The North Rhine Westphalia-based company, launched by Benjamin Zaczek and Vivian Seidel, is recognized for developing a digital marketing platform that quickly and conveniently delivers sales-relevant information to companies by using unique tracking algorithms.

The GACC bestows this prestigious award to new companies that have developed novel approaches to improving the operations of businesses in the US, while applying the highest standards of quality and service. In addition, these “newcomer” companies are commended for their excellent contributions to enhancing the strong ties between the US and Germany.

The Newcomer of the Year event is a highlight of the GACC’s annual Martinsgans / Goose Dinner gala, attended this year by more than 200 members of the German American business community in the metro New York City area.

All finalists were selected by a jury of five experts representing academia and various organizations that foster

business innovation. The winner was named based on the level of market need addressed, innovative business approach and execution of US market expansion.

“SalesViewer® stood out among the many companies vying for the Newcomer of the Year title because of its creative spirit and extremely clever approach to gathering and providing useful sales data,” said Dietmar Rieg, President & CEO of the GACC NY.

“We are thrilled to receive this great honor from the GACC,” said Benjamin Zaczek. “Our company already serves customers in nearly half of the US. This past June, we updated our platform to include a new design and new functions that make it even easier for companies to acquire new customers.”

In addition to SalesViewer® being named Newcomer of the Year winner, the following finalists were recognized at the gala dinner:

Quarters - one of the fastest-growing co-living brands in the US and Europe, aiming to alleviate the stress of urban living by offering an affordable, friction-less, technology-enabled living experience centered around community spaces.



GACC NY Chairman Andreas Fibig welcomes the guests.



From left: Lukas Röhle of bunch.ai, Vivian Seidel and Benjamin Zaczek of SalesViewer, and Lukas Stolberg of Quarters.

bunch.ai - a Berlin-based team on a mission to change the way the world thinks about company culture. Their data-driven organizational development platform makes it easier for teams to come together and do their best work in any situation. ■

Construction Activity in the US is Cooling Off

Article by Ullrich Umann, Germany Trade and Invest (GTAI) · Translation from German by Sandy Jones, GACC

Cost Pressure on Construction Materials and Building Materials

The boom phase seems to be over for manufacturers of construction materials and building materials. Standardized solutions come to the fore.

Times in the USA are expected to be tougher for manufacturers of construction materials and building materials: The US Census Bureau, the statistics agency, registered declining public and private construction investment in May and June 2019 for the first time in years. The data for the following months are now eagerly awaited to determine whether the sustained positive

economic trend since 2010 in the construction industry actually comes to a standstill.

Planners, construction companies and installers still have their hands full working on all the orders that have accumulated in the past. Above all, the persistent shortage of skilled labor prevents the number of start-up projects from rising significantly. The fact that only 5 percent of contractors' bosses assume a rapid economic slowdown in a survey for the Construction Industry Confidence Index of the industry journal Engineering News-Record can not be surprising given the full order books. Yet another 30 percent of respondents expect a significant slowdown over the next 12 to 18 months.

Housing declines

In its 2019 Building Products Market Update report from August 2019, FMI, a consultancy specializing in the construction sector, is already predicting a significant slowdown in the construction industry, with detrimental effects on manufacturers of building materials. In particular, the construction of single-family homes and multi-family homes is therefore on the decline in the national average. However, there are positive outliers in the south and on the west coast of the USA.

Construction industry relies on cost reduction

In particular, manufacturers of windows, doors, roofs, insulation, cooling and heating equipment and equipment for gas and water installations should, according to

US Production of Selected Building Materials for Residential Buildings (in Million US \$)				
	2017	2018	2019*	2020*
Windows and doors	21910	22505	21691	22026
Insulations	4407	4535	4366	4440
Heating and air conditioning	19599	20143	19387	19706
Gas and water installations	4653	4783	4569	4687
Roofing	9305	9562	9206	9355
Total	59874	61527	59220	60214

*Forecast

Source: FMI Corporation

US Production of Selected Building Materials for Non-residential Buildings (in millions of US \$)				
	2017	2018	2019 ¹	2020 ¹
Windows / glass facades & doors	15570	16270	16185	15780
Insulations, exterior walls	3736	3913	3896	3796
Heating & air conditioning	28938	30265	30104	29,336
Gas and water installations	8143	8508	8464	8253
Roofing	5243	5482	5453	5314
Total ²	61631	64437	64102	62479

1) prognosis; 2) Deviations due to rounding

Source: FMI Corporation

GTAI GERMANY TRADE & INVEST

FMI, anticipate the slump in demand with new and cheaper technologies and products. In view of the declining construction investment, FMI predicts that planners and construction companies will offer their new customers inexpensive solutions in order to be able to generate sufficient orders.

Planners prefer standardized, modular materials and equipment to cover their costs. Expensive single and custom products are less in demand. This also applies to the specialized wholesale and retail trade, as the use of module technologies reduces the total number of building materials as well as equipment and thus storage and transport costs. Therefore, FMI advises manufacturers of building materials and equipment to make appropriate product developments and adjustments to their portfolios while there is still time.

Only moderate price increase for building materials

The prices for building materials will rise nominally in 2019 or even decline in view of the economic slowdown, as in the case of lumber, for example. This conclusion is reached by the specialized management consultancy IHS Markit. Lumber is used primarily for the construction of single-family homes in larger quantities, but just turns the housing construction in an increasingly difficult channel.

About the Author



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Even mild steel, which had become much more expensive in 2018 due to the imposition of special taxes of 25 percent on steel imports from the most important countries of origin, only increased moderately in the wholesale price in 2019. Steel suppliers from Canada and Mexico were also exempted from the special charges in May 2019. Steel mills in the US are again faced with a real risk of bankruptcy in view of the only flat price development. In particular, the labor costs, which rose sharply in 2018, will increase the steelworks and metalworking companies in 2019. ■

For More Information

More information about the USA can be found at:
>> <http://www.gtai.de/usa>

US construction investment (seasonally adjusted in billions of US dollars, percentage changes)

	Construction Investment	Change over previous month	Change over previous year
June 2019	1,286.9	-1.3	-2.1
Private	962.9	-0.4	-4.6
Housing	507.2	-0.5	-8.1
Rest	773.7	-1.8	2.3
Public	324.0	-3.7	6.1
Housing	6.0	-2.7	-7.0
Rest	318.0	-3.7	6.4
May 2019	1,303.4	-0.8	-2.3

Source: US Census Bureau

Price development for selected building materials (year-on-year changes in percent)

	2017	2018	2019 *	2020 *
Cement	4.3	2.3	2.8	2.7
Structural steel	4.6	14.0	1.6	-0.2
Lumber	12.6	8.1	-11.6	3.0

*Forecast

Source: IHS Global Insight, ENR

WASHINGTON
★ UPDATE ★

NEWS FROM INSIDE THE BELTWAY

Celebrating German-American Friendship

by Viola Meyerweissflog, RGIT

The United States and Germany are tied together by shared values, deep historical bonds, a myriad of personal friendships, and a strong economic partnership.



Opening ceremony at German Ambassador Emily Haber's residence in October 2018

From October 2018 to November 2019, the Year of German-American Friendship brought these connections to the forefront and celebrated this unique relationship under the motto *Wunderbar Together*.

Following similar initiatives in countries such as Mexico, China, and Japan, this year's activities in the United States aimed at intensifying transatlantic dialogue to tackle common challenges and conveying a multifaceted, modern image of Germany. Over the last 13 months, the initiative brought together over 400 partners from different areas of the transatlantic relationship, including culture, politics, business, academia, and sports. So far, it has succeeded in holding over 2,000 events across all 50 US states, directly engaging around 1 million people. *Wunderbar Together* also achieved significant outcomes online by

reaching close to 10.1 million people through its social media channels.

Focus on the transatlantic business relationship

The US and Germany share a long history of strong business relations. It is not surprising that for many, the most integral part of the US-German relationship is illustrated by the impressive economic ties between the two countries. The US-German trade volume in goods equaled \$184 billion in 2018, with Germany being the 6th largest US export market. German investment in the United States stands at \$406 billion, thereby making Germany the fourth-largest foreign direct investor in the US. German-owned affiliates create jobs across all 50 states and employ a total of 692,000 people, almost half of them in the manufacturing sector.

The PopUp Tour – German businesses on the road

The Year of German-American Friendship brought these numbers to life with the PopUp Tour – the official roadshow of *Wunderbar Together*. From Chicago, via Atlanta, and St. Louis, all the way to Portland, Oregon, the PopUp Tour engaged local communities in a broad dialogue on business-relevant and future-oriented issues, including digitalization, sustainability, innovation, and the future of work. Together with local partners such as the German American Chambers of



Hot air balloons with slackliner over Monument Valley

REPRESENTATIVE of German Industry + Trade

Commerce (GACC) and sponsoring support from German companies, the PopUp Tour offered interactive experiences for all ages. Multifunctional booths and stations, virtual reality tours of German cities, science slams, panels, and art exhibits complemented the program and conveyed a holistic picture of Germany.

Wunderbar Together lives on

While the Year of German-American Friendship will come to a festive close with the 30th anniversary of the Fall of the Berlin Wall this November, the spirit of *Wunderbar Together* lives on. Overall, the Year of German-American Friendship strengthened established networks, expanded important transatlantic connections across the United States, and intensified the awareness that we can address common challenges together. ■



Local school children at the PopUp Tour in Atlanta, GA.

The Year of German-American Friendship was funded by the German Federal Office, implemented by the Goethe Institut and supported by the Federation of German Industry (BDI). The Wunderbar Together PopUp Tour was sponsored by BASF, Bayer AG, BMW Group, Daimler AG, Evonik Industries, SAP, Schaeffler, Siemens AG, Allianz, LANXESS, Lufthansa, and Merck KGaA, Darmstadt, Germany.

About the Author



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This material is distributed by the Representative of German Industry and Trade (RGIT) on behalf of the Federation of German Industries (BDI) and The Association of German Chambers of Commerce and Industry (DIHK). Additional information is available at the Department of Justice, Washington, DC.



Evening reception at the PopUp Tour in Atlanta, GA

The Coca-Cola Company

Five Questions for Dr. Bernhard Goepelt

GAT: Having moved around so much, what is “home” to you and what are some of the things you do to expedite the “home-feel” in a new country?

Dr. Bernhard Goepelt (BG):

Germany will of course always be home, but we have now lived in Atlanta for almost ten years and taken on US citizenship in addition to the German passport. Atlanta has been kind to us and given us a home and we are very happy to live here.

As I’ve moved around the world, I have found that getting involved with the local German community is one way to accelerate the “home-feel” because you quickly make friends, while also staying grounded in your culture and roots. That’s one of the reasons I’m so passionate about the German American Chamber of Commerce. And, of course, food is a universal language, and another way to help bridge local connections.

GAT: Be honest, have you ever held the secret Coca-Cola recipe in your hand and read it?

BG: No. The closest I have ever come to the Coca-Cola recipe is at the World of Coca-Cola!

GAT: What are some of the strangest or funniest urban myths around Coca Cola that you’ve encountered? Feel free to set the record straight.

BG: Perhaps the strangest myth is whether Coca-Cola was originally green! For the record, Coca-Cola always has been the same color since its invention in 1886.

Another famed myth is that New Coke – which replaced Coca-Cola for 79 days in 1985 – was just a marketing ploy designed to lift sales. As we said at the time, we’re not that dumb, and we’re not that smart. In fact, New Coke has found new life this year through a partner-

ship with Netflix and “Stranger Things.” It’s an example of how our culture is evolving to look at failure differently, learn from it, and take some smart risks.

GAT: There is a trend to healthier drinks. How does Coca-Cola meet the challenge of health-conscious people drinking less sodas?

BG: Our company’s strategy is to become a total beverage company and we are following our consumers. Today, we offer more than 500 brands and 4,300 products worldwide. In 2018, we launched about 600 new products. Of those, more than 250 were low- or no-sugar, and more than 400 were juices, teas, waters and other non-sparkling beverages. While we’ve expanded our beverage portfolio, our Trade-mark Coca-Cola beverage business also is growing through the sales of smaller packages, Coke Zero, innovative new drinks, and sugar reduction efforts.



Coca-Cola Womens Economic Empowerment Sustainability



THE COCA-COLA COMPANY



GAT: Growing up in Germany, for many, Coca-Cola is synonymous with America. What did this iconic brand mean to you as a kid/teenager?

BG: I absolutely loved it. I loved the brand, the logo, the bottle shape and of course the product itself. And, I loved the marketing and the themes that came with it like sunshine, driving a convertible, beach, sports, friends, laughter, music and happiness. It did communicate to me American values such as freedom but I understood it less in a political sense and more in a way to “enjoy life.” Through the years, and especially now that I work at Coca-Cola, my view of the brand has

expanded to include the ways in which our people make a positive difference in local communities, through empowering women, striving for a World Without Waste and replenishing the water we use, to name a few. Just last year, The Coca-Cola Foundation reached \$1 billion in giving, supporting 655 million people globally during the last 30 years. The brand’s role in my life has evolved, but it continues to be part of important moments for my family and me. ■

Dr. Bernhard Goepelt

Following his legal studies, and his clerkship at the civil court in Essen, Germany, Dr. Goepelt received his German local bar admission in 1992. He finished his doctoral programme in 1994 with a thesis on freedom of speech and unfair competition.

Dr. Goepelt joined The Coca Cola Company in March 1992 as Legal Counsel for the German Division, based in Essen, Germany and was promoted Deputy Division Counsel in 1995. In January 1997 he was appointed Legal Counsel for the Middle and Far East Group. He moved to Thailand in November 1998, where he was promoted to Division Legal Counsel and General Counsel, F&NCC Bottling in May 1999. In January 2003, Dr. Goepelt was appointed Group Counsel for the Central Europe, Eurasia and Middle



East Group, based in Vienna. In October of 2004, Dr. Goepelt was appointed Group Counsel for Japan, South Pacific and Korea, based in Tokyo. In June 2005, he assumed the position of General Counsel, Japan and

China. Dr. Goepelt moved to Hong Kong in March of 2007 to assume the role of General Counsel, Pacific Group. In April of 2010, he moved to Atlanta to become Associate General Counsel, Global Marketing, Commercial Leadership & Strategy. In September of 2010, he took on the additional responsibility of the General Counsel for the Pacific Group. In addition to his functional responsibilities, Dr. Goepelt was managing the administration of the Legal Division. In December 2011, Dr. Goepelt was appointed Senior Vice President and Chief Legal Counsel of The Coca-Cola Company. In 2013 he was appointed to serve on the panel of arbitrators of the Shanghai International Economic and Trade Arbitration Commission.

A citizen of Germany and the USA, Dr. Goepelt is married to Ulrike Goepelt.

Human-Machine Interaction

More than an option to staff shortages

More and more companies are facing the special challenge of solving staff shortages. Reasons for these staff shortages are, among other things, the exhausted labor market, absence times of employees, high workload, and difficult shift models. Job Impulse, a personnel service provider with 8 offices in the North America and 46 more abroad, has taken on this challenge and developed a solution that is scalable, reliable, and can be used in countless capacities: Collaboration Robotics. Tech Impulse – department of technology and innovation at Job Impulse – lends robotic systems that

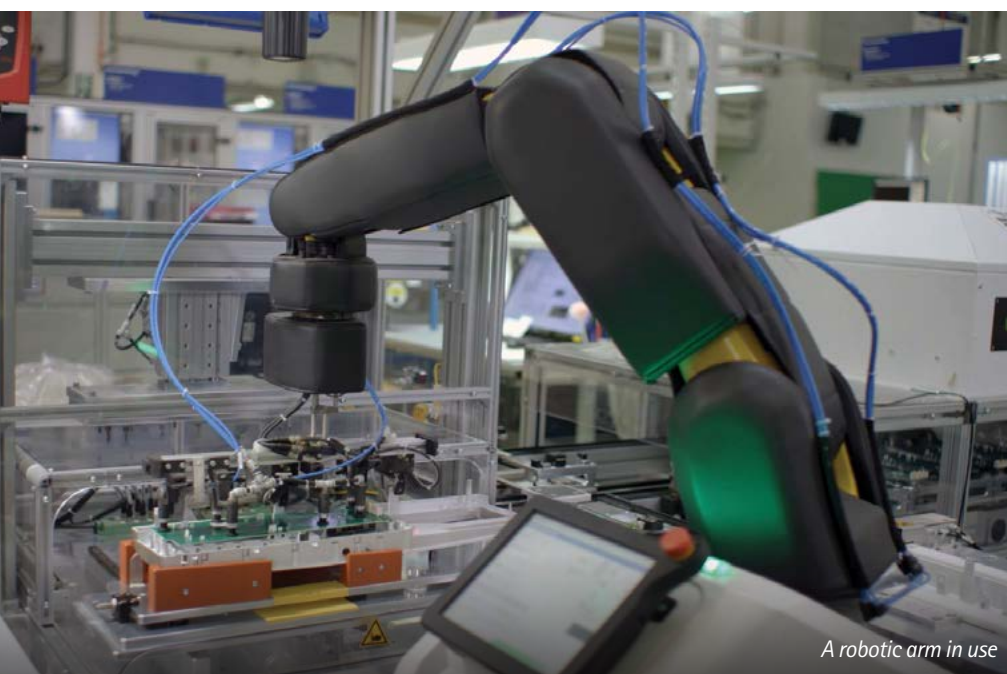
can be used as needed to solve for staff shortages in the production processes.

How does this work? Tech Impulse inspects the production process on site and evaluates where a robot system makes sense. With ARW – Advance Robotic Workstation, Tech Impulse offers a system in which every lightweight robot – regardless of the manufacturer – can be easily integrated in the respective production environment. The qualified staff of Tech Impulse, such as robot and PLC programmers, electrical designers, engineers for industrial image processing, and

commissioning engineers, develop and integrate customized robotic solutions for every business. In addition, Tech Impulse implements the robots at the selected position in the production chain and ensures that no production loss occurs at any time during implementation. As soon as the Co-bot is in action, the 24/7 service model takes on a remote-based and personal approach. Of course, the first thought on everyone's mind is that this is a great, but certainly expensive system. This is where Tech Impulse has worked diligently in detail and clearly differentiates itself from other robot suppliers with its solution. The cost model is called TRL – Temporary Robotics Leasing. It is characterized by fixed costs in form of a defined hourly rate. Thus, customers do not have to invest high costs in a robotic system and have no development, production, or integration costs. Costs only arise when the robotic system is integrated successfully in the production environment.

Popular fields of application:

- Equipping of machines and production lines
- Extraction of production line
- Pick & Place: Sorting, moving, separating, hanging, holding and loading
- Montage: Insert, match & screw



A robotic arm in use



- Quality control
- Camera-based visual inspection with direct IO and NIO parts sorting
- Production assistant: human and robot in cooperation and collaboration

The advantages at a glance:

- 24-hour operation / three-shift operation without misuse
- No downtime
- Exact cost calculation & control: Robots are billed on an hourly basis
- Advance Robotic Workstation: Regardless of manufacturer, every lightweight robot can be integrated
- Flexible assistance solution for different batch sizes and cycle times
- Experts with the corresponding know-how in leading technologies
- Support: Fixed contact persons take care of the project solution-oriented in workshops, by remote maintenance and personally on site
- Short decision-making processes and trained employees ensure timely implementation: Calculable and plannable

Founded in Germany in 2006, the owner-managed personnel service provider Job Impulse runs beside the classic personnel services

business the Tech Impulse department. The business units of Tech Impulse offer forward-looking and demand-oriented personnel solutions in the areas of IT, engineering and consulting, aerospace & defense, quality solutions and robotics. ■

For further information:

Please contact Kyle Bevel, President of North American Operations

Job Impulse, Inc

Mr. Kyle Bevel

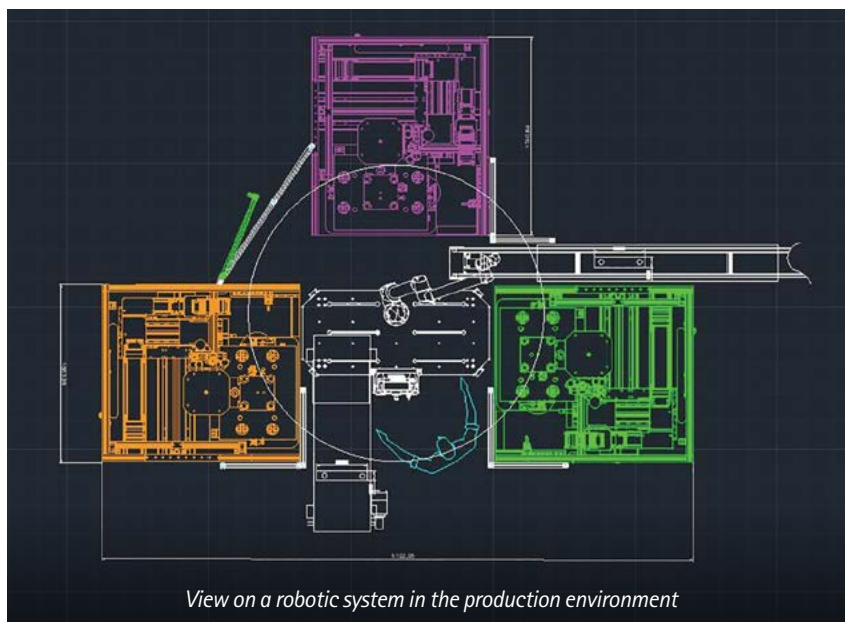
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Support and maintenance are provided by the trained and experienced TechImpulse employees



View on a robotic system in the production environment

How the event agency CLY inspires great brands with its love for the smallest detail

Individual, personal, international. On this basis the owner-led boutique agency CLY, with offices in Berlin and New York, creates individual concepts within the range of event production and experiential marketing to create unique worlds of experience for its customers. They provide services ranging from incentive events and gala events to product launches. The

heads behind the enterprise are Raffaele Castelli and Dimitrios Zales. The Creative Director of many years and the prestigious former Director made a conscious decision on the concept of a boutique agency to be able to offer their customers decisive advantages compared to large agencies.

The advantages of CLY as a boutique agency

CLY works with a small core team of world-class communications experts and a large network who tailor concepts for exclusive event experiences and unique experience marketing campaigns to the specific needs of each client. Castelli, the founder of the agency, sees this as the greatest advantage in the personal level that this creates. "Instead of drowning in the brand pool of a large agency, CLY

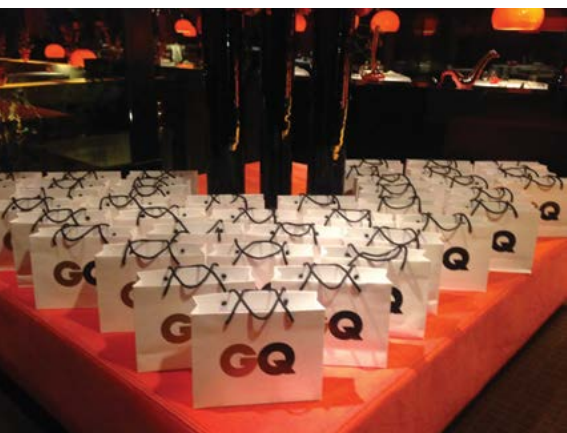
wants its customers to feel that they are in good hands and looked after personally at all times," he explains.

Thanks to a 360-degree approach, the concept, planning and implementation of events are coordinated hand in hand with the clients in order to create first-class experiences with a lasting effect for them and their consumers. Castelli assumes that this could also be the reason why more and more well-known brands are using his boutique agency to advertise.

A mix of "Italian creativity and German reliability"

CLY has been following this path very successfully for a decade now. The agency was founded in Berlin in 2009 and opened an office in New York just four and a half years later. From both locations, the core team works for renowned lifestyle and premium brands together with an international network of specialists to flexibly respond to client requests. It is an effective mix of "Italian creativity and German reliability," that is how Raffaele Castelli describes the agency's recipe for success.

And the clientele agrees with him. These include national and international brands such as OMEGA, Coca-Cola, Glashütte Original, Lufthansa, Carl F. Bucherer and Adobe. "We chose CLY because everyone in the team works with perfection, professionalism and passion to ensure that the smallest detail is right, even for large productions," Lufthansa manager Peter



"We chose CLY because everyone in the team works with perfection, professionalism and passion to ensure that the smallest detail is right, even for large productions,"

Peter Taubitz, Lufthansa manager

Taubitz says while looking back on the event held at the company's annual US marketing conference in Miami. For the airline, short coordination channels in combination with personal contacts are essential in the area of marketing.

CLY conceived and organized an event for this conference in a historic location, the Vizcaya Museum in Miami. This offered not only an opportunity for exchange, but it was also the ideal setting to focus on the charitable work of Lufthansa's help alliance as a central part in the area of social responsibility.

Attract and retain customers with personal support

At the end of the day, according to Castelli, it's all about creating a personal and professional basis of trust that not only satisfies the brands, but also ties them to the agency. CLY often works with clients over many years.

Among them is Carl F. Bucherer - the Swiss luxury watch brand has been relying on CLY's expertise for almost a year now on a number of occasions in the field of event production and experiential marketing. By building a personal and trusted relationship with the brand through productive cooperation, CLY is able to create new events by building off of experiences gained from previous projects as the agency has been able to learn what matters most to the client. For the recent launch event around the Black Manta watch, CLY planned and

designed an unforgettable evening in Los Angeles, focusing on the conservation of manta rays. Concerning the movie premiere of "John Wick 3", in which actors such as Keanu Reeves wear the brand's watches, the boutique agency created and organized a cocktail event for invited guests and press representatives at Dumbo House in New York, followed by a movie premiere visit.

But the work for CLY does not stop at the planning and implementation of extraordinary events. The boutique agency goes one step further, especially in the area of sustainability, and attaches great importance to the zero waste factor. At events, for example, glass straws are used instead of paper or plastic counterparts. In addition, even at large events, efforts are made to keep waste as low as possible. ■



Raffaele Castelli, founder of CLY

About CLY

Founded: 2009

Offices: Berlin, New York

Industry Sector: Event and Experiential Marketing

Clients: Lifestyle, Premium

Orientation: innovative branding, extraordinary event productions



Berlin Business Delegation Visits Innovation Centers in NYC and Boston



The Berlin Delegation at MIT



... at Microsoft



... at New York Harbor

A high-ranking business delegation from Berlin spearheaded by Mayor and Senator for Economics, Energy and Public Enterprises, Ramona Pop, visited New York City and Boston.

Highlights for the 50 delegates during the trip included the opening of the Berlin Business Office in NYC, the New York-Berlin Business Forum on September 16, 2019 and visits to innovative companies and institutions in New York City and Boston.

Delegation participants visited landmarks and institutions, including: New Lab, Hudson Yards, the Microsoft Flagship Store in New York and MIT.nano, as well as IBM

Watson Health in Boston.

The delegation trip had two focus areas: Urban Tech/Mobility and Health Care. The Health Care group visited institutions like Johnson & Johnson's JLab, Biolabs, Pfizer, Genome Center and Lab Central. Similarly, the Urban Tech and Mobility group met with Via, MTA Transit Tech Lab, NYSEDA, Google and the MIT Senseable City Lab.

Apart from offering myriad networking opportunities with American decision makers in key sectors, the delegation trip was very successful in laying the groundwork for the new Berlin Business Office, headed by Kristina L. Garcia. ■



... at Google

Fifth Consecutive Startup NRW Program Promotes Entrepreneurial Successes

In September, GACC NY proudly partnered with IHK Düsseldorf for the fifth consecutive time on the Startup North Rhine-Westphalia (NRW) Entrepreneurship Program (STEP USA).

As part of this program, ambitious entrepreneurs and innovative companies are brought together with an incredible set of mentors, investors and serial founders to develop strategies on how to enter, raise funds and scale in the US market. The startups were selected through a competitive process and ranged from MedTech and BioTech to SaaS and SportsTech.

During the program, the companies were inspired by site visits to some of

the world's leading technology and innovation hubs. In their first three days in NYC, the teams immersed themselves in workshops covering the fundamentals of scaling and raising capital in the US, legal and immigration issues, growth and marketing and lots of one-on-one mentoring time. The companies also pitched their products to an audience and panel of investors at the amazing SAP space in Hudson Yards with breathtaking views of Manhattan.

The last 2 days of the program were spent in Boston, with highlights of the trip including visits to MIT, nano Labs, Techstars, Venture Lane, German Accelerator and fire side chats with founders and entrepreneurs. ■



Conflict Resolution Can be a Challenge for Germans and Americans in the Workplace

By John Otto Magee

Conflict is natural in any competitive, performance-oriented organization. Imbedded in its legal system is a national culture's approach to resolving conflict. And this approach is the basis for resolving conflict within companies. The ultimate goal is the just and expeditious resolution of conflict.

Where Germans and American collaborate, there will be conflict. This is normal. Their respective

approaches to conflict resolution, however, differ in several key areas. These differences, if not understood and properly balanced, can hinder a just and lasting conflict resolution. And unresolved conflict threatens success.

Transatlantic teams in most cases have either an American or a German lead. In conflict situations, that lead will inevitably apply her or his own national-cultural approach

to resolution. If a conflict involves team members from both sides of the Atlantic, the approach taken can appear to the one side as inadequate and unprofessional.

If the substance of that conflict goes beyond a difference of opinions between just a few colleagues, its resolution can have an impact on the entire organization, eventually pulling other team members to one or the other side of the argument.

Differences briefly

Escalation

Germans view conflicts as negative and discomforting. Escalating conflict should be an option of last resort. In the American context conflicts are a fact of life. Escalation is often not only necessary, the individual has a fundamental right to seek resolution, to "have my day in court."

Hearing

Germans avoid an open hearing at almost all costs. The airing of grievances – argument vs. counter-argument in front of the next level of management – only increases tension, making resolution more difficult. Americans expect a fair hearing. The process of justice begins when the conflict parties, in the presence of each other, make their case before the judge. Self-defense is only possible, when one knows what they are accused of.

Evidence

German managers view themselves more mediator than judge. Mediation in Germany means gathering and analyzing the facts only. Subjective input, the viewpoint of others affected by the dispute, carry far less weight. An American manager sees himself more judge than mediator. Both facts and subjective information are considered in her deliberations. "Witnesses" will be interviewed.

Time Frame

Hasty decisions of any kind are anathema to Germans. A German manager is expected to work through the mediation process carefully. Adequate time is taken to gain a clear overview of the dispute. An optimal resolution which demands time, is better than a suboptimal resolution arrived at quickly. Moving quickly is critical to success in the U.S. Americans become impatient if too much time is required to resolve a conflict. Festering conflicts are disruptive for any team. A suboptimal, but prompt resolution, is often better than an optimal, but late resolution.

Acceptance

Germans feel uncomfortable not only with resolutions dictated "from above," but also with those resulting in a clear winner and loser. A resolution is effective and durable only if the parties involved freely accept it. "Losers" seldom freely accept. Americans escalate disputes. They expect an authority-driven resolution process. A true and lasting resolution is attainable only when a clear decision is made. "You win some, you lose some."

If a conflict involves team members from both sides of the Atlantic, the approach taken can appear to the one side as inadequate and unprofessional.

And, if the team lead is not aware of how his or her conflict resolution approach is perceived by the other conflict party, the final judgement could be interpreted not only as inadequate, but also as unjust.

The perception of injustice, in turn, is a serious obstacle to trust-building within any team. All too quickly accusations are made, believed and propagated, that not only the judgement, but also the judge, is unjust.

A decision viewed as partisan by the one culture within the team can quickly weaken the foundation of legitimacy of that team lead. The perceived gap between the two cultures becomes more difficult to close. Team performance decreases. The bottom-line is impacted negatively.

However, if understood, key differences in how Americans and Germans resolve conflicts can be combined. And conflicts resolved can strengthen their collaboration. For intelligent resolution gives them deeper insight into how they approach their work.

Advice to Germans:

You lead Americans. Make a decision. It may not involve a compromise, but a clear winner and loser. As long as your decision and the

process it was based on, is fair (just), the "loser" is not lost. Again, "You win some, you lose some. It's not the end of the world."

You're a German with an American boss. If you "win" the conflict, do not gloat. The next decision could go against you. When that happens, you have not lost face. Do not fear being labeled a loser for life. Conflicts of interest are commonplace. Accept the decision and move on.

Advice to Americans:

Germans clearly prefer consulting. You lead Germans. You have arrived at a decision. Even if there is a clear winner and loser, think carefully how you will communicate it. Prevent any kind of triumphalism on the part of the winner. Soften the blow for the "loser."

The conflict is not resolved by the decision alone. How it is communicated (perceived) influences whether it is accepted and supported. Your German manager assisted to a resolution in your favor.

Fine. Make peace with your opponent. Help him/her save face. No triumphalism. It didn't go in your favor? Make peace with your opponent. Help him/her to help you save face. But, don't accept any triumphalism. ■

About the Author:



John Otto Magee is an American who has lived in Germany for 25+ years. He was a senior-level staff member of the CDU/CSU Parliamentary Group in the Bundestag from 1995 until 1999, advising its leadership on the relations between the United States and Germany. He was a consultant for Siemens AG from 1999 until 2002 supporting the post-acquisition integration of Westinghouse Power Corporation. Since 2002, John has been an independent consultant, advising global companies on cross-border collaboration.

>> www.johnottomagee.com

GACC NY Partnership with University Alliance Ruhr: A Cultural Exchange Success Story

By Akuela Xhebexhia, GACC

2019 is the third consecutive year that the German American Chamber of Commerce, Inc. (GACC NY) has partnered with the University Alliance Ruhr to provide ten motivated students from Germany the opportunity to participate in the Transatlantic Ruhr Fellowship Program.

In this cultural exchange program, students participate in workshops at Rutgers University in New Jersey, and attend a one-week skills seminar conducted by the GACC NY, which is followed by a six-week internship to learn valuable skills to further their careers. During their time in the United States, the fellows get the opportunity to network with driven start-up founders and well-established

experts representing prestigious companies such as BMW Group.

This past summer, the GACC NY welcomed all the Ruhr Fellows to the organization's downtown New York office and introduced them to the organizational structure of the German American Chambers in the United States. The students also received insights into the different projects and daily tasks of the GACC NY as well as the chamber's mission as a facilitator to support transatlantic partnerships and businesses.

The students also were enlightened about their role as J-1 Exchange visitors and citizen ambassadors. They, of course, represent their home

country, Germany, and engage in people-to-people diplomacy. The rest of the first day focused on highlighting cultural differences between Germany and the United States. By explaining the “coconut and peach” theory, the students were made aware of the cultural differences in the workplace as well as in the private sphere. The Ruhr Fellows also learned about American values and society, including the different traditions and holidays that are celebrated.

Another part of the program hosted by the GACC NY featured guest speaker Robert Napoli, who founded his own startup consulting and coaching groups on staying connected via social media channels. He spoke about the power of social engagement and how it relates to standing out in a hyper-connected world and the power of personal and professional brands. The students were also made aware of the importance of social media accounts and how their online activities translate into establishing a great personal brand. Napoli's presentation also included helpful networking tips and book recommendations.

Cindy Klarwasser, Senior Manager Careers and Education at the GACC NY, gave a workshop on how to write an American-style resume and how to prepare for a job interview. She provided advice on how to effectively prepare in advance and how to conduct research on the



German students who participated in the most recent Transatlantic Ruhr Fellowship Program take in the Manhattan skyline.

The fellows got the opportunity to network with driven start-up founders and well-established experts representing prestigious companies such as BMW Group.

company you are applying at, as well as how to gather significant information for the position on all channels, be it Glassdoor, TED talks, or the company's annual reports. The most interesting piece of career advice was to get your own personal "Board of Directors," meaning that each student/fellow should have critical people in their circle who can give constructive feedback and act as a sounding board.

The skills seminar day of the program started with Anna-Lena Baumann from the international HR division of BMW Group, who explained the US/German differences in the workplace. She introduced Geert Hofstede's different dimensions of cultural differences. Since all fellows are exposed to the American working culture, this seminar provided them with the basis for an open-minded perspective and intercultural awareness. After this interactive workshop, the students were invited by the German Accelerator to experience how startups work and what is essential when founding a company. All students took the initiative to ask questions in a following Q&A and visited the different startups in the same building.

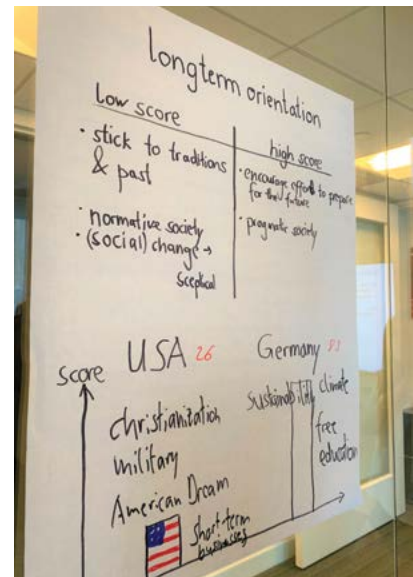
The following day, Senior Manager Chris Gallagher, GACC NY, focused some more on startup culture and the differences and similarities between San Francisco and New York as startup hubs. He also elaborated on

current trends and how the US startup culture differs from the culture in Germany. Gallagher pointed out the different characteristics of the US market that entice German founders and make America an attractive market. The Ruhr fellows then received an inspirational presentation by John Sarno, president of the Employers Association of New Jersey. He focused on optimism, everybody's purpose and career success. By highlighting these important factors, Sarno made the fellows aware that there is much more to a career than just excellent financial compensation. These days employer-employee relations are just as critical as lifelong learning to stay in a healthy mindset. To elaborate on the importance of connecting the dots in life, Cindy Klarwasser showed Steve Jobs' inspirational commencement speech at Stanford University from 2005 and discussed with the group the importance of forging one's own unique and personal career path.

On the last day of the GACC skills seminar, all Ruhr fellows received feedback on the American-style resumes they submitted for review. Klarwasser reviewed each and every resume and provided detailed individual feedback. During the second half of the day, the fellows presented their elevator pitch/tell you story speech. All Ruhr fellows gave amazing insights into their own personal stories and how they overcame difficulties to reach the



Robert Napoli, who founded his own startup consulting and coaching company, speaks to the Ruhr Fellowship students on the power of social engagement.



The Ruhr fellows participated in skills workshops that look at US versus German perspectives on individual career development.

goals they had set for themselves. This exercise was aimed to prepare them for various situational interview questions in their future job searches.

All the participating Ruhr fellows started their 6-week internships in Tri-state New York and reunited for a farewell reception at the end of September to talk about their experiences in the United States, their host companies and the projects they worked on. ■

Public Diplomacy in Action

A Day at the State Department in Washington D.C.

By Luisa Ziegler

1 2:40 pm. We are standing in a corner next to the entrance of a giant building near the National Mall in Washington, DC. We, that's Alex, Franziska, Ivan, Jael and Luisa. We're all from Germany, all here on the State Department's Exchange Visitor Program (J-1). Our sponsor is the German American Chamber of Commerce, and we are all doing an internship in Washington, DC. It's a sunny autumn day, but none of us really have eyes for the beautiful weather. Instead, we

are watching the people that go in and out of the building behind us. Everything looks very official: The men wear suit and ties, women pass us in elegant dresses and high heels. Police officers patrol the area and while we are waiting, two black cars with tinted windows stop at the entrance.

One of us quickly changes into fancier shoes, another one smooths her blouse. The excitement is almost palpable – for good reason:

We are standing in front of the Harry S. Truman building, the headquarters of the United States Department of State, which we will be visiting today.

A few minutes later, we are joined by Cindy and Chris, the staff from the German American Chamber of Commerce who organized this visit together with Jennifer from the office of Policy and Program Support at the State Department, and who is giving us the very rare



J-1 group poses in the courtyard of the Harry S. Truman State Department building. From left: Ivan Ginev (Intern at Wiencek +Associates), Christopher Gallagher (Senior Manager GACC), Jael Bachmann (Intern at SOL Investment Group), Franziska Witte (Intern at Konrad Adenauer Foundation), Cindy Klarwasser (Senior Manager GACC), Luisa Ziegler (Intern at ARD German Television), Alexander Suttor (Trainee at Clifford Chance LLP), Luis Gustavo Tosi Costa (Intern at Battlefield Farms), Sergio Leguia Vargas (Intern at Battlefield Farms), Julie Zeijlmaker from Battlefield Farms Inc.

opportunity to visit. Two more exchange visitors, horticulture interns Sergio and Luis, and their supervisor Julia join our team, and then we are ready to go through security. Once we enter the building, we are met with the sight of a row of giant flags of all the countries in the world, hanging there in alphabetical order. While our passports are being checked, we try to figure out which flag belongs to which country. Then we get our visitor passes and Jennifer leads us through the many corridors.

Our first stop is the State Department cafeteria. Like the rest of the building, it is huge. The seemingly infinite food choices – salad, Asian, Ethiopian, burgers, pizza and so on and so forth – make it hard to choose. In the end, most of us go for a salad. While we eat, Jennifer tells us about her daily work and the many requirements that employees have to fulfill in order to work at the State Department. We talk about our

intern placements in the Washington, DC metropolitan area in the fields of architecture, journalism, law, foundation work, horticulture and others.

Once we're finished with lunch, we go downstairs to visit the gift shops – who would have thought that the

The Great Seal is used to authenticate documents issued by the federal government of the United States. The process of deciding on the Seal's design was lengthy: It took three committees and six years before Congress finally accepted the design.

State Department had its own gift shops, and not only one, but three? In the shops you can buy everything from towels to pencils to sweaters and mugs. With State Department notepads and folders in our bags, we go back upstairs to look at the Great Seal, which is displayed in a glass box in one of the halls. The Great Seal is used to authenticate certain documents issued by the federal government of the United States, Jennifer explains to us. She tells us about the long process in colonial times of deciding on the Seal's design: It took three committees and six years before Congress finally accepted the design.

After that, we have a look at some of the gifts other countries have



The J-1 group visit of the Diplomatic Reception Rooms in the State Department.

given to the US. There's vases and plates, jars and statues on display. No one working at the State Department is allowed to keep valuable gifts by other countries. This rule applies to everyone.

Next up is a visit of the Diplomatic Reception Rooms. When we learn that it is a 45-minute standing only tour, some of us internally groan a little: We have spent the whole morning walking through DC and the feet are starting to ache a little. An elevator brings us up to the 8th floor. When we exit the elevator, there are gasps of surprise. While the corridors downstairs are sober and plain, the reception rooms are beautifully designed and furnished. Any aching feet are instantly forgotten.

The Benjamin Franklin Room, the largest of the reception rooms, is used for the grandest of occasions, such as State Dinners and swearing-in ceremonies.

Our tour guide Chick explains to us that the reception rooms were designed in the style of the 18th century. However, when they were first built, they looked nothing like today. Chick shows us a photo of the Entrance Hall as it used to look in 1961: dark paneling on the walls, wall-to-wall carpets and sparse furniture – practical, but certainly not very pretty to look at. Between 1965 and 1980, the rooms were newly designed and decorated. As we continue our tour, we get the feeling we are in a museum: The walls are decorated with beautiful paintings of historic events and several US Presidents, ornately carved drawers hold Chinese porcelain plates and in almost every room there's a splendid chandelier hanging from the ceiling.

We marvel at Thomas Jefferson's portable writing desk, which he used to draft the Declaration of Independence, at the famous unfinished painting by Benjamin West of the US, Treaty of Paris delegation, and at the splendid, though according to Chick, historically completely inaccurate, painting of the landing of the pilgrims by Michele Felice Corné. Our tour ends in the Benjamin Franklin Room, the largest of the reception rooms, which is used for the grandest of occasions, such as State Dinners and swearing-in ceremonies. Staff is preparing for a reception scheduled to take place that very evening.

Then we hurry back down and leave the main building. Jennifer leads us across the Street to the Navy Hill

Campus of the US Department of State. It is where the United States Naval Observatory was located from 1844 to 1893, when it moved to its present location. Now the property belongs to the State Department. Again, we have to show our passports at the entrance and wait at least 20 minutes until we can finally enter the campus.

While the main building of the State Department is large and functional, the buildings on the Naval Hill campus are smaller and have a beautiful exterior. The horticulture supervisor and her students admire the landscape gardening and the great oak trees.

With Jennifer, we enter the Bureau of Educational and Cultural Affairs (ECA), where we get to meet three other Representatives of the Office of Private Sector exchange staff: Stacey from the Office of Designation; Darra from the Office of Exchange Program Administration; and Holly from the Office of Exchange Coordination and Compliance. In a conference room, we all sit around a round table, where we are joined by a very prominent person: Kevin Saba. Soon enough, a very lively, round table discussion ensues.

The Representatives of the Office of Private Sector explain to us what parts of the Exchange Visitor Program's process they are involved in. For us, this is a highly interesting look behind the scenes. Up until then, our only contact with the

Office of Private Sector exchange had been Form DS-2019, which we needed to present at the passport control. Now we learn how many different processes take place behind our applications for the J-1 sponsorship: The State Department staff writes the regulations for the Exchange Visitor Program, for example; it does field work to examine the U. institutions at which interns work; and conducts many other measures to ensure intern health and wellbeing.

Then we, the interns, talk about our experience with the Exchange Visitor Program and our time in the United States, our workplaces, our commuting methods, and our housing. We also discuss why we wanted to do an internship in the US, and how we might use our experience in our career or studies when we return home. We all agree that it has given us a great opportunity not only to visit the United States, but to really experience its culture and people. And while most of us had feared that the process of application would be a terrifying amount of paperwork, we all agree that in the end, it was quite simple.

We then got to ask Kevin some more questions before our discussion ended. Before we leave, Kevin makes all of us a little gift: A coin with the Great Seal stamped on it – a fitting souvenir to remember an extremely interesting and informative day and the chance to experience public diplomacy in action. ■

Koray Yeter:

Intern at Mercedes-Benz Vans in Charleston, SC

I am a 26-year-old Masters student at the University of Applied Science in Düsseldorf. My field of study is International Industrial Engineering with focus on Production and Innovation.

I completed my bachelor's degree in Industrial Engineering with a focus on Mechanical Engineering.

I started my internship at the Mercedes-Benz plant in Charleston, SC, on March 4, 2019, as I believed that an internship in the United States would help improve my business English as well as my business and personal independence skills. By playing on the Sprinter FC

team in Germany, I had already taken the first step towards these goals before starting my internship in Charleston. And since I played soccer in Germany, I really wanted to continue playing during my time in the United States.

Our company team Sprinters FC played in the Recreational League against other companies like VOLVO and BOSCH. But there are also local teams without any company connections.

The team was made up of supervisors, locals and interns. After winning most of our games, we qualified for the playoffs. We won

the semifinal game and by the end of the season we remained in the championship game!

I can truly say that the experience of being a J-1 intern in the US has greatly contributed to my career and personal growth. It's also given me a true appreciation of the connection between Germany and the US. ■



Koray Yeter (standing, far right) celebrates a 3-0 victory of the Sprinters FC at the Charleston Soccer League Recreational Championship Game.

Cindy Klarwasser of the GACC NY (center) visited the Mercedes-Benz Vans facility in Charleston, SC, where she is pictured many interns who also play on the company's soccer team.



GACC NY Launches Joint Apprenticeship Program with New Jersey

By Alexandra Hoffmann, GACC

The German American Chamber of Commerce, Inc. (GACC NY) in partnership with the New Jersey Apprenticeship Network announced the launch of a joint apprenticeship program, which kicked off on August 22 with the support of partners in industry, academics and government.

The program will provide dynamic, new educational pathways to address both community and industry needs in the Garden State. The efforts to bring German-style apprenticeship programs to New Jersey have been a long-standing initiative for the state and for GACCs nationwide. Last year, the State of New Jersey and the Association of German Chambers of Industry and Commerce (DIHK) entered into a workforce development partnership when Governor Phil Murphy signed an agreement

that furthers their shared commitment to apprenticeships as a feasible career pathway.

The agreement sparked the successful efforts that build on months of preparation and development in close cooperation with state and local partners. GACC NY representatives Matthew Allen and Alexandra Hoffmann, both NJ residents, organized the program in New Jersey, which aligns with the German standards and ties into the Industry Consortium for Advanced Technical Training (ICATT). The program offers enrolled apprentices highly technical working environments, competitive wages and strong career development opportunities.

The robust 3-year training program will blend on-the-job learning with

debt-free Associates Degree studies culminating in industry-recognized certifications as well as US Department of Labor and German Registered Apprenticeship Certificates.

With the support from local host companies and college partners, (Bäumer of America, Arconic, County College of Morris and Essex County College) the GACC celebrated the launch with a conference and apprentice signing ceremony, hosted at Montclair State University on August 22. Governor Murphy joined the event as the Keynote speaker and shared some exciting updates on the progress being made throughout the state. First and foremost, Governor Murphy announced that the unemployment rate in NJ has fallen to 3.3 percent, which is the lowest monthly rate since statewide records began in 1976 and 0.4 percentage points below the national rate of 3.7 percent. In addition, he also announced the first-ever grant recipients for Fiscal Year 2019's Pre-Apprenticeship in Career Education (PACE) program, as well as two Notices of Grant Opportunities (NGOs): the second Growing Apprenticeship in Nontraditional Sectors (GAINS) grant and the first-ever Expanding Pre-Apprenticeships in a New Direction (ExPAND) grant.

"Even before I was governor, I talked about the need to bring this to New Jersey and have business leaders,



“Our overarching goal is for New Jersey to have the nation’s best apprenticeship program; a model that other states can look to with envy.”

Phil Murphy, New Jersey Governor

government officials and our higher ed community lead the way in growing our middle class and reigniting our innovation economy,” Governor Murphy said.

“Our overarching goal is for New Jersey to have the nation’s best apprenticeship program; a model that other states can look to with envy... and make them look towards New Jersey the same way we look towards our friends in Germany,” he added.

At the event, the GACC was also presented with its Certificate of Registration by Bernie Treml and Michael Blatt of the United States Department of Labor (USDOL). The certificate represents that the GACC is the official sponsor of a USDOL Registered Apprenticeship program, and that the Apprentices who enter their program can receive their industry recognized USDOL certifications once they’ve completed the program.

“We are delighted to commemorate all of the developments that are impacting our future workforce. As industry continues to evolve in our highly technical economy, the role of apprenticeship is becoming apparent,” said President & CEO, Dietmar Rieg of the GACC NY. “We are proud to partner with the New Jersey Apprenticeship Network, alongside other emerging apprenticeship programs to ensure we all can rise together.”

Last but not least, the GACC showcased their Train the Trainer Seminar, which is very near and dear to their hearts. The GACC has made it their core focus to assist apprenticeship hosts in ways which complement the efforts of the community. Train the Trainer is catered to help assist apprenticeship hosts by fostering the mentors who will be responsible for the apprentices’ success. This challenge resonated with the many industry partners present, from academia, companies, USDOL officials, and members of employer associations alike. To meet the demand for quality apprenticeship trainers, the GACC will hold its next Train the Trainer session this November and open multiple new sessions in 2020. ■

More Information

To learn more about the upcoming seminars, visit our website or contact us at
 >> apprenticeship@gaccny.com.

The GACC Apprenticeship NJ Launch is a part of the “Year of German-American Friendship” initiative in 2018/19, a comprehensive and collaborative initiative of the Federal Foreign Office, the Goethe-Institut and with support of the Federation of German Industries (BDI), highlighting the decades long relationship grounded in common values, interests and goals. To learn more about Deutschlandjahr USA visit:
 >> wunderbartogether.org



From left: GACC NY Chairman Andreas Fibig, NJ Governor Phil Murphy, Montclair State University President Dr. Susan Cole and County College of Morris President Dr. Tony Iacono.



Bernie Treml and Michael Blatt (far right) of the US Department of Labor along with representatives from the GACC NY and County College of Morris.

Train the Trainer:

A Complement to All Workplace Development Skills Initiatives

By Alexandra Hoffmann, GACC

With all of the news highlighting apprenticeship efforts in New Jersey, the GACC has committed to supporting the success of the community of partners that is emerging.



In addition to hosting its own US Department of Labor (USDOL) registered apprenticeship program, showcasing the German dual-education system in the state, the Chamber is offering elements from that program to the wider network to enable consistent quality of training and outcomes for apprentices from all industries and regions.

As we have engaged with the various host companies, sponsors and educators, a consistent need has emerged for skilled trainers. The USDOL requires that apprenticeship host companies formalize their training plans, but it's up to the company to structure the actual training. Some larger companies turn to their in-house training departments to align the apprenticeship to their existing programs. Others turn to standardized programs for their industries. Some might send a trainer to a leadership seminar. And others might simply assign the role of trainer without any guidance.

In Germany, a critical part of the apprenticeship system that the German Chambers of Commerce (IHKs) administer throughout the country is standardized trainer qualifications. All apprenticeship host companies are required to send their trainers through the IHK Train the Trainer program. This program provides the companies' skilled workers with the tools they need to be successful as trainers and teaches

them to hold themselves accountable for their apprentices' success.

This July the GACC held its first one-week Train the Trainer seminar in New Jersey in partnership with the Employers Association of New Jersey (EANJ). The 14 skilled professionals who took part in the course came from a wide range of industries, and returned to their jobs with new tools, motivation and credentials to succeed as Trainers.

Robert Bock Jr. joined from Our House, Inc., an organization that supports meaningful lives for adults with intellectual/developmental disabilities. As a trainer, Robert stressed: "The skills I learned in Train the Trainer have been very beneficial to both my company and for my own professional development as a trainer. I use the skills I learned from the course to teach staff more effectively, which in turn helps staff support our clients more effectively."

The NJ Department of Labor and Workforce Development (LWD) shares the GACC's passion for training Trainers to make apprentices successful. In their most recent grant offering for apprenticeships, LWD confirmed host companies and sponsors would be able to utilize state funding for Trainer Training. The GACC applauds this important step and is ready to support the needs of the New Jersey community. ■

Festo Didactic

Continues to Build on Its Strong Apprenticeship Program

By Alexandra Hoffmann, GACC

GACC NY representatives, Matthew Allen and Alexandra Hoffmann recently visited Festo Didactic to learn about the Mechatronics Apprenticeship Program Partners (MAP2), which was established to address the workforce skills gap in advanced manufacturing. Their program, MAP2, contributes largely to this effort by providing a vast amount of resources, curriculum, training and machines to train and engage a motivated workforce.

The Festo Didactic team and their CEO Thomas Lichtenburger share the same passion for apprenticeships as our GACC network. As a advocate for

career and technical education, Thomas is committed to working with educators to narrow the skills gap, thereby improving workforce development and Industry 4.0 career-readiness. It's clear that this passion resonates with the entire organization.

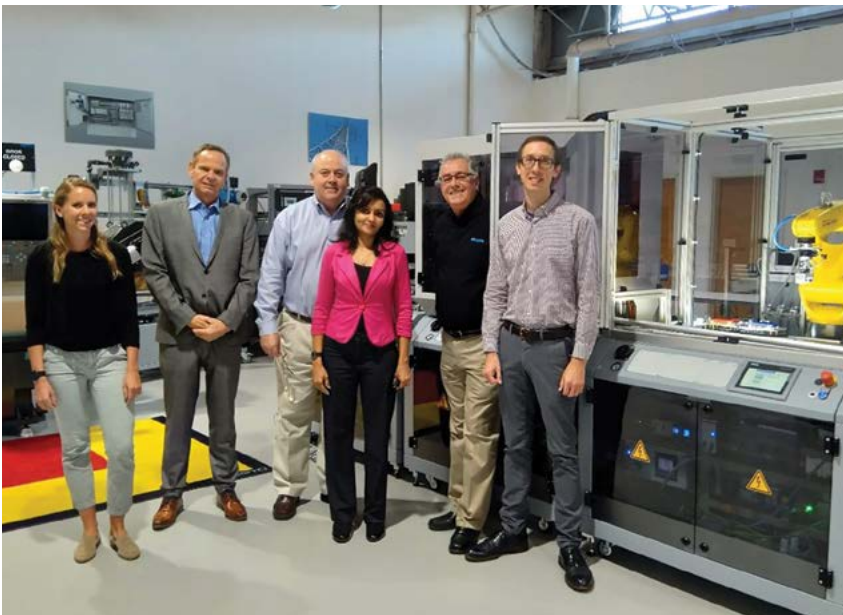
The Festo Didactic team showed us their collaborative robots that interact with human behavior. Matthew and Alexandra experienced firsthand what it's like to interact with a robot. The Festo team guided the GACC visitors around their facilities and pointed out showcase rooms that display the most innovative classroom settings for teaching STEM.



The GACC NY Careers & Education team displaying a Festo Robot.

The team also presented the GACC NY with a Bionic Robot which will assist Matthew and Alexandra in their efforts to recruit youth for local apprenticeship opportunities. Anyone can purchase their Bionics4Education Bionics Kit online by visiting: store.bionics4education.com

The GACC NY Careers & Education team worked together to assemble the Bionic Chameleon for recruitment sessions throughout the NJ community. We are looking forward to collaborating closely with Festo Didactic in the future to help narrow the skills gap. The company's next collaboration with the GACC was our Train the Trainer Seminar that we hosted at Festo's Eatontown, NJ location from November 5 – November 8. ■



The GACC NY's Alexandra Hoffmann (far left) and Matthew Allen (far right) with representatives from Festo Didactic.

ACHIEVE TOGETHER



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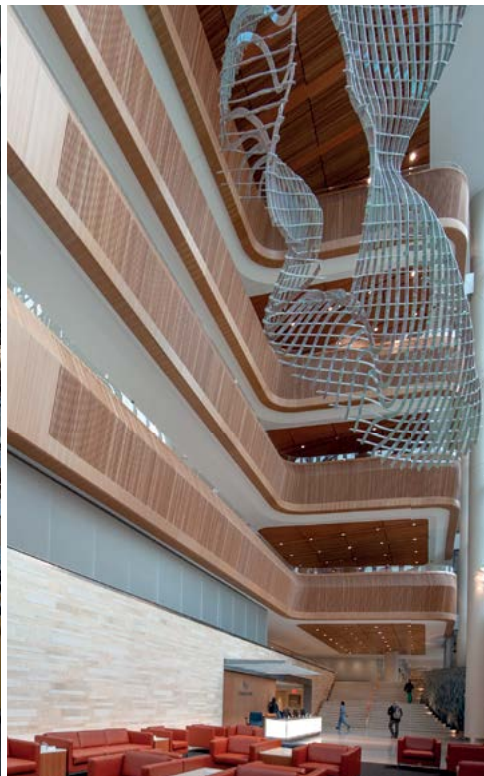
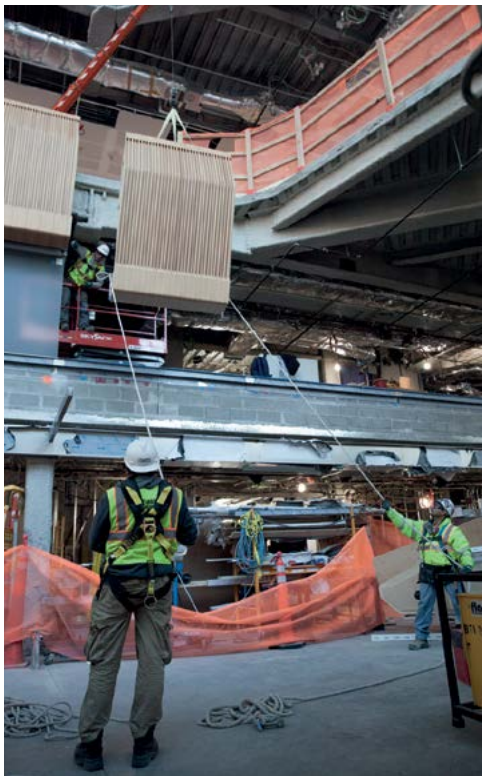
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Sascha Alexander Kuhn

Deputy Director, Skills Initiative & ICATT Apprenticeship Program

**From:** Saarlouis, Saarland (Germany)**Interests:** German classic cars, diving, traveling, cooking and cocktail mixology**Past career:** I worked as head of department and trainer at the ZF Getriebe GmbH in Saarbrücken and later worked as an apprentice trainer at the AHK Malaysia.**Contact:** Tel: (312) 494-2167

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>> www.icattapprenticeships.com

What is your role at GACC Midwest?

As Deputy Director of the Skills Initiative & ICATT Apprenticeship Program, I support the team with building apprenticeship strategies. I also work on the preparation and execution of exams as well as the correspondence with the DIHK (Association of German Chambers of Commerce and Industry) in regards to quality control and certification. Having worked as a company trainer in Germany and managed the training department in the German Chamber in Malaysia before, I am able to implement my practical experience to enhance our program and to increase the quality of the services we offer.

What makes your job special?




The ICATT Apprenticeship Program is an internationally renowned program with strong potential to grow. The magnitude of the ICATT network and the combined experience of the team is extremely beneficial for the program's development and for our

mission to make ICATT the preferred way of training in the US. One of the things I love most about my job is the variety of opportunities we are able to present to the motivated talent pool in the US, and to build a career path for the generation of tomorrow. It is great to work in an environment that allows for improvement and growth while being able to build a sustainable future for younger generations.

Any upcoming projects?

We are always looking to expand our program. With ICATT's mission to spearhead a new style of apprenticeship in the US, we are eager to expand our company network, to broaden our reach to recruit young talent, and to extend our services. One of the projects we are currently working on is a nationwide Train the Trainer Program (T³), focusing specifically on leadership positions to ensure a successful preparation for our member companies. ■

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	Oct 24 Joint Chambers: Young Professionals Networking GACC South Atlanta, GA	Oct 28 German-Jewish Relations Breakfast GACC Midwest Denver, CO	Oct 29 CO Chapter: Brewmaster's Fall Membership Dinner GACC Midwest Denver, CO	Oct 29 German American Forum on Energy Storage and Smart Grids GACC New York New York, NY	Oct 30 Club J-1: NBA Basketball Game Brooklyn Nets vs. Indiana Pacers GACC New York New York, NY
	Nov 1 German American Conference at Harvard 2019 GACC New York Cambridge, MA		Nov 2 Ich bin Expat Fair GACC New York New York, NY	Nov 6 Business Luncheon November GACC Midwest Schaumburg, IL	Nov 6 MN Chapter: Panel Discussion on Transportation GACC Midwest St. Paul, MN
	Nov 7 STEP Pitch Night – November GACC New York New York, NY	Nov 8 GACC Philadelphia's Annual Gala 2019 GACC New York Philadelphia, PA	Nov 9 GACC South 24th Annual Gala GACC South Atlanta, GA	Nov 12 Webinar: Vertrieb und Personalsuche in den USA GACC Midwest Chicago, IL	Nov 14 Twas the Night Before Christkindlmarket GACC Midwest Chicago, IL
	Nov 15 Christkindlmarket Daley Plaza Opening Day GACC Midwest Chicago, IL		Nov 15 Christkindlmarket Milwaukee Opening Day GACC Midwest Milwaukee, WI	Nov 17 Future Forum NYC 2019: DEMYSTIFY AI GACC New York New York, NY	Nov 18 Germany & the U.S.: Close Allies Who Tend to Differ GACC South Greenville, SC
	Nov 20 Stammtisch: Common- house Aleworks GACC South Charleston, SC	Nov 20 Beer Tasting with Beer Master GACC South Atlanta, GA	Nov 20 European Business Networking GACC Midwest Chicago, IL	Nov 20 Pitch&Mix: Showcase European Tech GACC New York New York, NY	Nov 21 Stammtisch: Olde Mecklenburg Brewery GACC South Charlotte, NC
Nov 22 Christkindlmarket Wrigley Ville Opening Day GACC Midwest Chicago, IL	Dec 3 German American Forum on Offshore Wind Energy GACC New York New York, NY	Dec 4 Business Luncheon December GACC Midwest Schaumburg, IL	Dec 4 The International Cyber Drill Experience: Cross-Border Breach GACC South Atlanta, GA	Dec 9-13 Lightweight Materials and Technologies Delegation Trip GACC Midwest Germany	Dec 10 Weihnachtsfeier at Engel & Völkers GACC South Atlanta, GA
Dec 13 MN Chapter: Annual Meeting & Holiday Dinner GACC Midwest St. Paul, MN	Dec 18 European Business Networking GACC Midwest Chicago, IL	Jan 28 Transatlantic Forum on Industry 4.0 GACC New York New York, NY	Jan 28 German American Business Outlook 2020 GACC New York New York, NY	Feb 2-7 Aviation Business Delegation with Conference GACC West and GACC Midwest Seattle, WA & Wichita, KS	Mar 17 Train-The-Trainer Seminar March GACC New York New York, NY

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