

**CHICAGO**

**DETROIT**

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# Annual Report 2013

**PHILADELPHIA**

**HOUSTON**

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## GACC South



**Tula International** is  
your trusted advisor in  
building your executive  
team. Manufacturing,  
Cleantech and Alternative  
Energy are our strengths.  
**We are experts in our fields.**

For more information contact  
Bernard Vanderlande at  
[Bernard@tulatalk.com](mailto:Bernard@tulatalk.com)

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Atlanta, Georgia 30326  
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[www.tulainternational.com](http://www.tulainternational.com)

## RECENTLY PLACED POSITIONS

- CEO North America processing equipment company
- CEO manufacturer of sustainable products
- CEO manufacturer of Transformers
- CEO manufacturer of emerging technologies
- General Manager manufacturer of Wind Turbine
- General Manager North America - Solar Project Development
- General Manager - North America, manufacturer of inverters for the solar industry
- President Advanced Biofuels Company
- VP engineering manufacturer generators for wind turbines
- CTO manufacturer generators for wind turbines
- Regional Sales Manager Eastern United States
- Regional Sales Manager Western United States
- Regional Sales Manager - Industry specific, North America
- Senior Project Development Executive - Solar Projects
- Senior Director R&D/GM manufacturer of inverters
- Sales Manager
- Senior Design Engineer large converters wind
- Project Development Executive - Solar Project Development Company
- Senior Service Manager, Inverter manufacturer
- Application Engineer, Inverter manufacturer

*"Tula International executive search understands our business , delivers great candidates and is a true partner to our organization."*

**Director/HR & Safety  
SCHUNK GRAPHITE TECHNOLOGY**

*"Tula International was able to identify an excellent candidate for the General Manager position. We were pleased with their focused approach. They know the industry, work hard and deliver! "*

**Executive Vice President  
Beckmann-Volmer GmbH & Co. KG**

*"TULA International, especially Mr. Bernard Vanderlande, was in charge of looking for our General Manager for our new subsidiary in the US. We are very satisfied with the choice of the candidates and found the person we looked for according to our ideas."*

**Bettina Schneider Managing  
Director and Shareholder  
J. Schneider Elektrotechnik GmbH**

*"Bernard identified technically oriented sales managers for our company. From the first meeting on Bernard worked very professional and listened to our needs and wishes. He found the right personnel for us. These guys are a great asset to our company. We are very happy with Bernard's performance in finding the right team members for us."*

**President at KettenWulf USA LP,  
Ketten Wulf Group**

*"Tula International executive search understands the solar industry , delivers great candidates and provides personal attention to achieve success. A great partner."*

**Head of Human Resources  
Sputnik Engineering AG, SolarMax**

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## Letter from the Ambassador

Dear Members and Friends of the German American Chambers of Commerce,

In the past five years since the global financial and economic crisis, we have undoubtedly made significant strides towards recovery; however, there are still many challenges that lie ahead. For this reason, continued strong transatlantic cooperation is more important than ever. The United States and Europe already share the most intensive bilateral economic relations worldwide. Together, our economies account for about half of global Gross Domestic Product (GDP) and nearly a third of world trade flows.

This year, we have entered a new era by launching a project that will be an economic and strategic game-changer. A successfully negotiated Transatlantic Trade and Investment Partnership (TTIP). That will boost economic growth in the United States and Europe, and will add to the more than 13 million American and European jobs already supported by transatlantic trade and investment. Therefore, it is important that we join forces and work together to create a forward-looking, ambitious framework that sets global standards and regulations for the 21<sup>st</sup> century. Beyond that, it will be of great strategic importance. The more our transatlantic economies are intertwined, the closer we will be in our strategic outlook.

Our businesses are the driver of the transatlantic economic relationship, contributing to growth and jobs on both sides of the Atlantic. It is estimated that a third of transatlantic trade actually consists of intra-company transfers. However, many of our companies are still facing a number of obstacles that constrain their economic activities. This includes obvious barriers such as tariffs but also – and more importantly – non-tariff barriers to trade and investment.

Therefore, it is important that we address different regulatory requirements that impede transatlantic trade. We cannot overestimate the importance of this initiative, for both its economic and its strategic consequences. TTIP is a new foundation of our transatlantic relationship, and we can't afford to let this opportunity slip away.

I am pleased that we have on our side a partner such as the German American Chambers of Commerce. I congratulate the Chambers on the excellent work they are doing to help our businesses succeed in the global marketplace. Many opportunities lie ahead, and I look forward to our continued cooperation.

All the best for a successful New Year.

Sincerely,

Dr. Peter Ammon

Ambassador of the Federal Republic of Germany to the United States



## Letter from the Chairman

Dear Members, Partners and Friends,

The 35<sup>th</sup> anniversary of the German American Chamber of Commerce of the Southern U.S., Inc. (GACC South) provides us with an occasion to reflect on our organization's accomplishments while looking forward to the new opportunities and challenges awaiting us in 2014 and beyond.

When Thomas J. Harrold Jr., Homer Hutchins, Dr. Eike Jordan and George A. Novak opened the GACC South in 1978 in Atlanta, there were 120 German companies operating in the Southeast and only two fulltime chamber employees. The chamber has profoundly developed since and now encompasses eleven states and two territories, serving more than 1,500 German subsidiaries.

Over the last 35 years, the GACC South has steadily expanded its service offerings and membership benefits. Regional chapters have been established in North Carolina, South Carolina, Florida, Tennessee and Texas to support German-American relations. Our affiliates in Alabama and Florida also play an important part in this network.

Our members, clients and partners see the value of our work in the South and recognize that we provide resources and insights into the U.S. market. German companies and entrepreneurs benefit not only from our programming and events – including our 18<sup>th</sup> Annual Gala, the German Mittelstand - Southern SME Forum and numerous networking opportunities – but also from other services such as business partner searches, market entry advice and office representation.

As we celebrate 35 years of service to the German-American business community in the Southern United States, these are worthy accomplishments which provide us with a solid base on which to further intensify and expand our efforts to strengthen bilateral trade.

The challenges ahead will see the implementation of the Transatlantic Trade and Investment Partnership (TTIP), which will leverage the transatlantic economy and boost both German and American success. Europeans and Americans have become so intertwined that this trade alliance is expected to transcend into mutual growth and prosperity.

These deep integration forces shape the German-U.S. economic relationship today and we look forward to working on building an even stronger bilateral economic relationship between Germany and the Southern U.S. in 2014.

As the year comes to a close, I would like to take this time to thank all of our members, supporters and GACC South employees for all the dedication and effort you have shown throughout 2013. I would also like to thank the Board of Directors of the GACC South for your commitment and the time you invest in numerous projects and events.

Sincerely,

Martin Richenhagen

Chairman of the Board of Directors of the GACC South  
Chairman, President & CEO of AGCO Corporation



## Letter from the President & CEO



Dear Members and Business Partners,

This annual report provides a look at many of our accomplishments in 2013. In my second year as President & CEO of the German American Chamber of Commerce of the Southern U.S., Inc., I have the honor to share many success stories, event highlights and new services with you.

The GACC South has proven that we are an innovative organization. Both in what we do and how we do it. Over the past year, we have continued to focus on promoting regional growth and being a viable business partner for German investment in the South. Growth also happens in our own organization, and in 2013, our region expanded to Puerto Rico and the U.S. Virgin Islands.

Thirty-five successful years in transatlantic trade and investment have provided us with the necessary know-how to serve our members with excellence. This year, we welcomed more than 150 new members. We seized the opportunity to reach out to new businesses, and our Chamber has strengthened its position in being a vital partner for companies to establish a presence on the U.S. market.

Over the past year, German companies have increasingly asked us to support them with their workforce development initiatives in order to address their high demand for skilled workers and to create an educated and advanced manufacturing workforce of the 21<sup>st</sup> century. Together with our counterparts in Chicago and New York, we are actively working with manufacturers, states, community colleges and the German Embassy in Washington D.C. to introduce parts of Germany's dual vocational training system here in the U.S.

We will continue our mission to assist and facilitate the expansion of bilateral trade and investment between Germany and the Southern U.S. As the European Union and the United States are working toward deeper integration, we are excited about helping German-American businesses to develop and prosper on the U.S. market.

Also, our annual German American Business Outlook (GABO) outlines trends and opportunities for German companies on the U.S. market. These reflections show that German companies remain optimistic about the U.S. and that present conditions stimulate success.

I look forward to working with the Board of Directors, our members and clients, partner organizations, and our staff to build on the success of this year as we move into 2014.

Sincerely,  
Martina Stellmaszek  
President & CEO  
GACC South



# Our Global Reach

*The global network of the German American Chambers of Commerce Abroad is closely knit throughout the world.  
Our services help companies develop and consolidate their businesses.*

## Worldwide Network

Welcome to the global network of the German Chambers of Commerce Abroad (AHKs). Our Chambers are located in markets of particular interest to German industry and commerce - with more than 125 locations in 85 countries around the globe. 1,700 employees work to support German businesses in their international endeavors, through consulting services

provided under the joint AHK service brand DEinternational, and by connecting them to the local business communities through membership services and events. Around the world, the AHKs have 50,000 member companies. The Association of German Chambers of Commerce and Industry (DIHK) in Berlin coordinates the global network of German Chambers Abroad.

## Connection to Germany

Close cooperation with the 80 Chambers of Commerce and Industry (IHKs) throughout Germany, allows the AHKs to know what companies are concerned about in their involvement in foreign markets. The communication between the 3.6 million entrepreneurs in Germany and the additional millions throughout our global network enables us to coordinate one clear unified message for German business.

## Throughout the U.S.

The three German American Chambers of Commerce (GACCs) in the U.S. - together with their four branch offices, their chapters and affiliates - support and promote German-American business in key economic and political centers. The GACCs' network consists of approximately 2,500 members, as well as excellent contacts to associations, governmental institutions and corporations.

## RGIT

The Representative of German Industry and Trade (RGIT) is the Washington, D.C., liaison office of the Federation of German Industries (BDI) and the DIHK. RGIT's mission is to foster free trade and a welcoming business environment on both sides of the Atlantic to achieve sustainable growth, jobs and innovation for the German-American economic relations. Founded in 1988, RGIT is supported by Germany's Federal Ministry of Economics and Energy and serves as the voice of German industry and trade toward U.S. politics, American business organizations and the general public. RGIT is part of the AHK USA network and cooperates closely with GTAI.

## GTAI

Germany Trade & Invest (GTAI) is the economic development agency of the Federal Republic of Germany, headquartered in Berlin. The organization promotes Germany as a business and technology location and supports companies seeking to expand abroad and provides companies looking to enter Germany with expert advice. There is a particularly close cooperation between the AHKs and GTAI. The Chambers and GTAI share offices in Chicago, New York, San Francisco, and Washington, D.C., and work together on various projects.

## Our Key Partners

Supported by:



Federal Ministry  
of Economics  
and Energy



Embassy  
of the Federal Republic of Germany  
Washington



Consulate General of the  
Federal Republic of Germany



GERMANY  
TRADE & INVEST

on the basis of a decision  
by the German Bundestag

DIHK

Deutscher  
Industrie- und Handelskammertag

IHK

Deutsche  
Industrie- und Handelskammern

R  
G  
I  
T

REPRESENTATIVE  
of German Industry + Trade



GOETHE-INSTITUT

# Collaboration as One

*The GACC's national events connect German-American leaders, industries and official representatives.*

## 50<sup>th</sup>, 35<sup>th</sup>, 25<sup>th</sup>... GACC Midwest, GACC South & RGIT Anniversaries

*In 2013, the German American Chambers of Commerce and RGIT celebrated their continued existence and services to the German-American business community.*

**The GACC Midwest** celebrated its 50<sup>th</sup> anniversary. Since its founding in 1963, German-American relations have undergone a world of political and economic change. Yet the GACC Midwest has continuously and dependably served Germany's business interests throughout the American Midwest. Reflecting on all that has occurred during these fifty years of existence, the Chamber has consistently supported trade and investment in Germany and the U.S.

**The GACC South** celebrated its 35<sup>th</sup> anniversary and the close collaboration between German-American businesses in the region. The GACC South was



founded in 1978 in Atlanta. At the time, it comprised 120 German companies in the Southeast, but only two full-time employees. The chamber has greatly expanded since and now encompasses eleven states and two territories and serves about 700 members.

The 25<sup>th</sup> anniversary celebration of the **Representative of German Industry and Trade (RGIT)** featured a conference and reception with participants from government and industries in Washington, D.C. Leadership from RGIT's principal organizations, the Federation of German Industries (BDI), the chairmen, presidents and CEOs of the German American Chamber Network and the German Association of German Chambers of Commerce and Industry (DIHK) joined the festivities, including DIHK CEO Dr. Martin Wansleben.

## Annual Economic Forum

Where is our economy heading - locally, nationally and on a global scale? What are the decisive business trends in 2013? These were some of the questions tackled at the 8<sup>th</sup> annual Economic Forum on January 31, which provided memorable micro- and macroeconomic outlooks for 2013. After W. David Braun (Chairman GACC Midwest & AHK USA, Partner, Quarles & Brady LLP) opened the forum, Dr. Volker Treier, Deputy CEO and Managing Director of International Economic Affairs at DIHK, delivered a keynote speech on the occasion of GACC Midwest's 50<sup>th</sup> anniversary. Following

two presentations from economists Prof. Dr. Joachim Scheide (Head of the Forecasting Center and Research

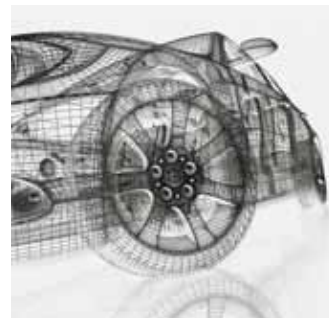


Economist, Kiel Institute for the World Economy) and Adolfo Laurenti (Deputy Chief Economist, Mesirow Financial), Journalist Michael Backfisch moderated an industry panel featuring Dr. Treier and guest executives Dr. Walter Maisel (President & CEO, Kostal North America), and Michael Traub (President & CEO, BSH Home Appliances Corporation).

● January 31, 2013  
Hilton Rosemont Chicago O'Hare | Rosemont, IL

## Automotive Supplier Delegation

From March 11-15, 2013 the GACC Midwest and the GACC South welcomed a German Automotive Delegation, a trip organized in collaboration with the German Federal Ministry of Economics and Technology. Ten participants explored opportunities for new German technologies in the U.S. and



connected with industry leaders and state representatives. In the Midwest, workshops on U.S. marketing and sales styles were followed by a breakfast conference about process innovation. Delegates met with potential business partners including Brose, Ford, GM, NSK and several leading engineering firms in the region. In addition to factory tours throughout the South and networking events at the GACC South's Atlanta office, the delegation met with BMW, Borbet, Brose, Honda, Johnson Controls, Kia and Mercedes Benz U.S. International, Inc. for individual business meetings. The companies' technologies were roughly split between optimization of production, engineering and optimization of design processes – both areas in which German expertise is well respected.

● March 11 - 15, 2013 | Detroit, MI & Atlanta, GA



## Hannover Messe (Hanover Fair)

Hannover Messe 2013 reported a record number of international exhibitors in the largest Hannover Messe in more than a decade, demonstrating as a driver of economic growth. W. David Braun, Chairman AHK USA & GACC Midwest, participated in the opening conference of Global Business & Markets, focusing on transatlantic business relations. Speakers of this high-ranking event included Dr. Benno Bunse, CEO of Germany Trade & Invest, Dr. Rob Smith,

AmCham Germany board member, and Aaron Brickman, Deputy Executive Director, SelectUSA. The event was moderated by GACC Midwest Vice President Mark Tomkins, who spent the week in Hannover meeting with German and U.S. companies and organizations looking to expand their transatlantic activities. Silke Miehke, Director, Consulting Services at the GACC South and the Representative of the Federal State of Niedersachsen in the U.S., met with companies interested in international expansion and provided advice for entering the U.S. market.

● April 23 - 27, 2013  
Hannover Fairground | Hanover, Germany

## Top 50 Ranking

The majority of German firms operating in the U.S. continued to increase their sales performance in 2013, as the annual Top 50 ranking of German firms conducted by the German American Chambers of Commerce shows. Overall, the picture was slightly more mixed compared to 2012, when 90% reported gains - in 2013, a third of companies reported (mostly minor) losses.

**Top 50**  
German  
Firms in the US

Together, the Top 50 firms generated more than \$348 billion sales, 6% more than last year, and employ more than 538,767 workers, almost 2% more than in 2011. The steady revenue gains reflect the ongoing recovery of the U.S. economy and its ability to weather economic and political uncertainties like general elections, sequestration and Hurricane Sandy.

● April 30, 2013 | New York, NY

## German American Business Forum

"American and German businesses want TTIP," declared Carol H. Neubauer, Chairman and CEO of B. Braun Medical, Inc. at the outset of the 2013 German American Business Forum, a jointly organized GACC event, which took place in Hamburg, Germany on June 4<sup>th</sup>. The full-day conference attracted over 250 participants from both sides of the Atlantic. More than 30 industry experts presented their views within the framework of a B2B event, spread over nine workshops. Speakers from areas such as energy, transportation



and logistics, medical technology, industry and manufacturing, IT and new media, shared their insights into the opportunities as well as risks of the North American market.

● June 4, 2013  
Hamburg Chamber of Commerce | Hamburg, Germany

## German American Business Outlook (GABO) & GACC Award

The 5<sup>th</sup> annual German American Business Outlook survey, conducted by the German American Chambers of Commerce (GACCs) in cooperation with the Representative of German Industry and Trade (RGIT), and Roland Berger Strategy Consultants, aimed to measure the satisfaction of German companies with the U.S. as an investment location and focused on the TTIP negotiations in 2013. The confidence of German-American businesses hit a 5-year high – an astonishing 98% expect growth and

75% intend to increase their workforce in 2014. Companies believe a successful transatlantic partnership agreement will further bolster growth by reducing structural limitations, while the U.S. fiscal policy and a lack of skilled labor were stated as top challenges.

The GACC Award recognizes outstanding German subsidiaries that demonstrate excellence in workforce training, advancing skills and competence in young people and trainees. This year's award honored Trainer of the Year, Mr. Mike Bryan (Bosch Rexroth).

● December 16, 2013 | New York Stock Exchange, NY  
(read more on page 22-23)



# Growing Regionally

*Our focus is to stimulate regional growth, nurture economic development in the Southern U.S. and shape our region and communities in the long-term.*

## Our Region

Headquartered in Atlanta, with a branch office in Houston, the GACC South serves as the official representative of German industry and trade in the Southern United States. Our membership and consulting services, events and networking opportunities are geared toward facilitating close German-American cooperation in the region.

Spanning from the coast of the Carolinas to the Texan Gulf shore, the South is a powerhouse of foreign investment. The region is experiencing the fastest rate of growth in the country and the high concentration of manufacturing and technological



companies make it a hub for entrepreneurial and international expansion.

More than 3,500 German companies of all sizes and industries are doing business in the U.S. and more than 1,500 are located in the South.



The region is defined by a pro-business attitude, low operating costs, low taxes, a highly skilled workforce and attractive economic incentive programs. Foreign investment in the region is strong and these industries are particularly represented: automotive, manufacturing, renewable energy, health & pharmaceuticals, plastics, research and development. The Southern U.S. offer companies an excellent transportation infrastructure. The region controls two of the five largest container ports, international airports, connections to freight trains and a large network of interstates.

## The GACC South Chapters

Our five chapters provide a coordinated base for our actions in the respective Southern states. They are vital in forging special partnerships between our members and business partners and state offices. In the past year, several successful events, panel discussions, and outreach programs have strengthened the regional German-American relationship in our chapter states.

### Florida (Tampa)

Assistant Chapter Director  
Bryan Kamm  
(727) 584-5719  
[gaccfl@gaccsouth.com](mailto:gaccfl@gaccsouth.com)

### North Carolina (Charlotte)

Chapter Director  
Dr. Christian Kissinger  
(704) 819-5822  
[gaccnc@gaccsouth.com](mailto:gaccnc@gaccsouth.com)

### South Carolina (Greenville)

Chapter Director  
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[gaccsc@gaccsouth.com](mailto:gaccsc@gaccsouth.com)

### Tennessee (Chattanooga)

Chapter Director  
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(423) 385-2500  
[gacctn@gaccsouth.com](mailto:gacctn@gaccsouth.com)

### North Texas (Dallas)

Contact  
Stephen Cook  
(832) 384-1206  
[scook@gaccsouth.com](mailto:scook@gaccsouth.com)

## Our Partner Organizations - Affiliates

In liaison with the AlabamaGermany Partnership (AGP) in Birmingham, AL and the German American Business Chamber of South Florida (GABC) in Miami, FL, the GACC South is able to expand business services to support commercial and personal partnerships within these states.



**AlabamaGermany**  
Partnership

**GABC**  
German American  
Business Chamber  
of South Florida



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Miami, FL 33132  
[www.gabc.com](http://www.gabc.com)

## Stats &amp; Facts about our Region

State	Capital	Population	German Companies	Total Trade w/ Germany	Major Industries
<b>Alabama</b>	Montgomery	4.8M	68	\$4.2BN	Mineral Extraction Production, Steel, Automotive, Heavy Industries
<b>Arkansas</b>	Little Rock	2.9M	38	\$1.6BN	Forestry, Agriculture, Automotive, Manufacturing, Aircraft
<b>Florida</b> (Chapter)	Tallahassee	19.3M	252	\$3.5BN	Tourism, Financial services, Trade, Transportation
<b>Georgia</b> (Main Office)	Atlanta	9.8M	426	\$11.5BN	Manufacturing, Logistics, Communications, Transportations
<b>Louisiana</b>	Baton Rouge	4.6M	22	\$1.5BN	Agriculture, Energy, Chemicals, Petroleum, Transportation, Tourism
<b>Mississippi</b>	Jackson	3.1M	14	\$1.3BN	Automotive, Manufacturing, Mining
<b>North Carolina</b> (Chapter)	Raleigh	9.7M	236	\$4.5BN	Technology, Financial Services, Science, Energy, Transportation
<b>Oklahoma</b>	Oklahoma City	3.9M	52	\$2.1BN	Aviation, Energy, Agriculture, Transportation, Electronics
<b>Puerto Rico*</b>	San Juan	3.6M	n/a	n/a	Manufacturing, Finance, Services
<b>South Carolina</b> (Chapter)	Columbia	4.7M	124	\$10.2BN	Agriculture, Manufacturing, Tourism, Trade, Health Services, Transportation
<b>Tennessee</b> (Chapter)	Nashville	6.4M	101	\$3.1BN	Logistics, Manufacturing, Chemicals, Agriculture
<b>Texas</b> (Houston Branch Office & Dallas Chapter)	Austin	26.1M	173	\$9.5BN	Oil, Energy, Machinery, Agriculture, Technology, Commerce
<b>U.S. Virgin Islands*</b>	Charlotte Amalie	100K	7	n/a	Tourism, Financial Services, Agriculture

Sources: U.S. Census Bureau Foreign Trade Division, U.S. Department of Commerce, U.S. Census, Texas Office of the Governor, U.S. Department of Labor

\*Our two new territories Puerto Rico and the U.S. Virgin Islands are unincorporated territories of the United States

“ The South has evolved into a dynamic and powerful growth engine for the United States, attracting an increasing number of German businesses and foreign investment. This development is enhanced by the region's exceptional location, favorable market conditions, and strong existing business ties. The GACC South's network and activities build on this potential by facilitating dialogue between members, leaders and industries. For us, regional cooperation is the key to growth between German-American companies and local communities. ”

Dr. Christian Kissinger  
General Manager, SAERTEX USA, LLC  
Chapter Director, GACC South - North Carolina Chapter

# Member Services

*Our Membership team is committed to support businesses and members throughout the region.*

Our GACC South Member Services department is the core of our commitment to serve the German-American business community.

Building on 35 years of experience and strong relationships with our local and regional communities, we truly focus on your company's success. Whether your company has recently located to the U.S. or has been operating in the U.S. for decades, we will help you save time and money, and connect you with our strong network in the Southern U.S.

As a reliable partner for both U.S. and German companies, we offer excellent services to our members and clients. Our membership levels cover different benefits that fit your company's individual needs. Invitations to our networking events or various advertising opportunities allow our members to strengthen their presence and reputation in the German-American business community.

With our increased Membership team and regional coordinators we have the ability to be even more present in the region and maintain personal contact with our members. To grow our German-American network we have hired Membership & Events Coordinators for Texas as well as the Carolinas (North and South Carolina). The significant presence and importance of German businesses in the Southern U.S. incites us to deliver the highest quality of service and the best benefits.

We are also proud to announce our new National Partner Program. This program will enable companies to have a simultaneous membership with the GACC Midwest, GACC New York and GACC South, starting in January 2014. The program offers higher benefits and privileges and we believe that the program provides a significant platform for nationwide operating businesses.

In 2014, we will continue to strive to deliver the best service possible and welcome all new members and supporters of the GACC South.



Stephen Cook  
Coordinator, Membership & Events  
Houston



Verena Wohlbauer  
Manager, Member Services

Katharina Wilke  
Coordinator, Membership & Events  
Carolinas

Eva Felis  
Administrative Assistant, Membership



## Membership Anniversaries 2013

American Shipping  
and Chartering

35 Years



30 Years



25 Years



Herbert  
Buergermeister



20 Years



PORSCHE



15 Years



Rödl & Partner



10 Years

## Member Services

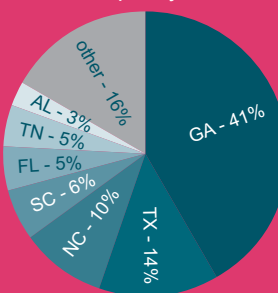
### Stats & Facts

**689** Current members

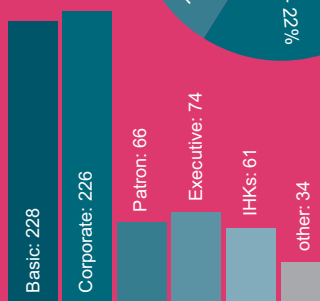
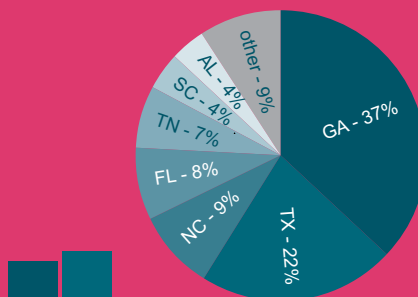
**3%** Membership growth since December 2012

**155** New members joined in 2013

Members split by state



New members in 2013 split by state



## Verena Wohlbauer - Manager, Member Services

After my business studies and several years of work experience for a global technology company as a Key Account Manager, I left Zurich at the beginning of last year and volunteered in a seven-month-project in Buenos Aires. Following my stay in Argentina, I was excited to move back to the United States. Atlanta was no stranger to me as I had spent several months here in 2002 for an internship. The southern hospitality was what I had always remembered and that has not changed a bit. Joining the GACC South as their new Manager for Member Services in fall 2013 proved to be the right decision. Together with our vibrant and ambitious Membership team I am excited to contribute to the German-American business community throughout the South, and I look forward to strengthening our community through our services.



Staff Highlight



# Events Highlights

Our networking events, panel discussions and business roundtables are an excellent platform to connect and discuss ideas.

## ACG Event Series

This event series was conducted in cooperation with the American Council on Germany (ACG). Martina Stellmaszek is the Chapter Director of the Atlanta Warburg Chapter. The Eric M. Warburg Chapters of the American Council on Germany provide members and the general public around the U.S. with a dynamic forum for discussing economic, political, and social issues on the transatlantic agenda. In total, we hosted seven ACG events in 2013.

### Breakfast w/... Shane Owl Greason

This breakfast with the solar energy expert and co-founder of Partner of Georgia Solar Utilities, Inc. and Entegriy Solar, LLC focused on solar energy in Georgia. The discussion centered around expanding solar industry and support as part of Georgia's economic recovery.

### Breakfast w/... Ambassador J.D. Bindenagel

This sold-out event with Ambassador J.D. Bindenagel, renowned speaker and advocate of German-American relations, was a true success. Ambassador Bindenagel shared his analysis and views of the Transatlantic Trade and Investment Partnership (TTIP).

### Meet & Greet w/... MdB Hans-Ulrich Klose

The chairman of the German-American Parliamentary Group and a Member of the German Bundestag (MdB) visited the GACC



South to talk about new strategies for the West and closer integration of bilateral trade and relations.

● March 5, April 25 & April 29, 2013 | Atlanta, GA

## "After Hours" Networking with Audi

In total, we hosted nine "After Hours" events in 2013.



The networking event with Audi attracted more than 50 guests. Martina Stellmaszek welcomed all members and guests, and Mr. Terrence Durr from Audi of America, Inc. toasted to Audi's great

success in 2013. After these uplifting introductory remarks, everyone mingled and gazed at the three Audi vehicles present.

● August 13, 2013 | Atlanta, GA

## Events

## Stats & Facts

112

GACC South Events in total

78

Networking Events

12

Business Seminars

6

Industry-specific conferences

3

Delegations

13

Other events

12

Partner Events with other organizations

13k\*

People attended in total (approx. number)

\*includes Houston Oktoberfest (5,000) & German Bierfest (2,500)

Events by Region:

40

Atlanta, GA (area)

40

Houston, TX (area)

44

Other regions

## German Mittelstand - Southern SME Forum

The German Mittelstand - Southern SME Forum, an all-day business conference, took place in the 'Music City' of Nashville, TN. More than 150 German and American guests attended. The new event concept included informative workshops and panel discussions on topics to successfully strengthen German subsidiaries within the Southeastern U.S. The Event was hosted in conjunction with GACC South's Annual General Meeting, where the new GACC South Board of Directors was elected.



● April 22, 2013 | Nashville, TN

## 10<sup>th</sup> German Bierfest

The 10<sup>th</sup> anniversary in Woodruff Park attracted again over 2,500 visitors. More than 40 German beers, three food vendors offering traditional German foods, and red & yellow colored fountains set the scene for this family-friendly afternoon. 20 GACC South staff members were on site and music was played by a DJ and 'The Wurstbrats' (in Lederhosen).



● August 24, 2013 | Woodruff Park | Atlanta, GA

## Business Luncheon with Wragge & Co.

This expert business seminar organized in cooperation with Wragge & Co. was held in a charming location that was wonderfully decorated by the Junior League Houston. The elegant luncheon featured outstanding food and 33 prominent attendees from different well-established companies. Dr. Michael Schneider from Wragge & Co. in Munich, a German-qualified attorney advising clients all over the world, stressed in his speech that the Houston area and Texas continue to be a magnet for German companies and entrepreneurs.

● October 22, 2013 | Houston, TX

## "After Hours" Networking with Porsche Consulting, Inc.

Three Porsche vehicles were a striking sight to all members and guests who made their way up to the Porsche boardroom at the GACC South office. The 90 guests represented a wide range of industries and socialized in a relaxed yet professional setting. Dr. Norman Firchau, President & CEO of Porsche Consulting, Inc., welcomed everyone and emphasized his company's vision to serve clients better with a strategic approach to consulting services.

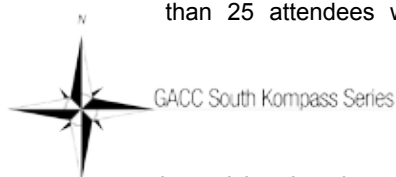


● October 15, 2013 | Atlanta, GA

## The KOMPASS Series Event Pearland

*In total, we hosted two KOMPASS Series events in 2013.*

This casual networking event in Pearland, TX attracted more than 25 attendees who mingled and shared their professional experiences. The KOMPASS Series event is regularly held in enticing locations, popular bars or famous German restaurants around Houston. The newly established networking event connects German-American companies and business professionals located in the particular area.



● November 5, 2013 | Pearland, TX

## Britta Lipke - Senior Coordinator, Events

Ever since 2002, when I was an exchange student in San Diego, CA, I was "hooked". Following my dream of living in the U.S. I gave up a full-time position in Germany and moved to the U.S. in 2010 for an internship. Everyone knows that I thrive in organizing, so planning events for the GACC South was just perfect for me.

Working with our member companies from various industries and witnessing their success here in the U.S. is very rewarding. In 2012, I became the Senior Events Coordinator as well as taking on additional responsibilities in regards to our Board of Directors. I enjoy being the liaison for our members and look forward to engaging in even more activities throughout the South.



Staff Highlight

# Regional Events Highlights

*Professional events and networking opportunities forged new connections and created business opportunities in our chapter states.*

## Florida Chapter Anniversary Celebration

On September 16, 2013, honorary speakers, German and U.S. government representatives, members and business partners gathered to celebrate the first anniversary of the GACC South Florida Chapter in Tampa, FL. Martina Stellmaszek, President & CEO, GACC South praised the close cooperation between German companies operating in the sunshine state, state officials and local communities.

● September 26, 2013 | Tampa, FL

## Tennessee Chapter Office Opening

The GACC South re-opened its Tennessee Chapter in Chattanooga on November 22, 2013 and announced the new Chapter Director Andreas Havermann, plant manager of Barku Plastics, LLC. The ribbon cutting ceremony was attended by U.S. Sen. Bob Corker who, in his speech, congratulated the GACC South on expanding its network and German-American presence in Tennessee and the Southern U.S.



● November 22, 2013 | Chattanooga, TN

## 9<sup>th</sup> Gateway Award Luncheon

This exclusive event hosted at the Ritz Carlton in Charlotte, NC honored German-American business achievements. More than 80 members, special guests and dignitaries from the region and beyond gathered to celebrate the strength and commitment of the German-American business community and leadership in the state.

● May 1, 2013 | Charlotte, NC

## Business Roundtable

*In total, we hosted 13 Business Roundtable events in 2013.*

The GACC South - Houston Office and the Consulate General of the Federal Republic of Germany Houston, hosted a roundtable presentation and discussion on international taxation and transfer pricing in Dallas, TX. The luncheon featured two speakers from Ernst & Young, Consul General Klaus-Jochen Gühlcke, and other distinguished guests.

● November 13, 2013 | Dallas, TX

## Europe and the U.S.: Looking Forward

The Columbia World Affairs Council hosted a dinner reception and a panel discussion on the future of the European Union. Speakers included Martina Stellmaszek, President & CEO, GACC South, and representatives of German and international businesses and industries in the region. Throughout the evening, experts and guests engaged in an interesting debate about the challenges and opportunities of a closer transatlantic cooperation. They emphasized the importance of stronger global connections and foreign investments in the state.

● December 9, 2013 | North Augusta, SC

Staff Highlight



## Stephen Cook - Coordinator, Membership & Events Houston

As the membership and events coordinator for Texas, Oklahoma, Arkansas and Louisiana, it is my goal to best serve the German-American business community in this diverse and expanding economic landscape. While our main focus is on business seminars and roundtable discussions, our overarching mission is to help foster and promote the business relationships of our community in everything we do, across industries and sectors.

After having lived and worked in Germany for the past eleven years, I am proud to have returned to my home 'town' of Houston and to have joined the young and dynamic GACC South team in May, 2013. I strive to use my cross-cultural understanding and experience to help support the German-American business community with informative, enjoyable and innovative events as well as with tailored services to meet the unique needs of each of our members.



# Conferences & Delegations

*We hosted several successful conferences and industry and trade delegations in 2013.*

## GACC South Business Delegation - "German Beer & Alcoholic Beverages"

From August 26-30, 2013 a business delegation from Germany representing German beer and alcoholic beverage producers traveled to the U.S. to explore market opportunities and business relationships with companies in the Southern U.S. The delegation consisting of six German alcoholic beverage producers was funded



by Germany's Federal Ministry of Food, Agriculture, and Consumer Protection. The delegation met with industry experts and potential clients during their visit.

● August 26-30, 2013 | Atlanta, GA

## 5<sup>th</sup> German American Energy Efficiency Conference

The goal of the 5<sup>th</sup> German American Energy Efficiency Conference 2013 was to provide information about current trends in energy efficiency in buildings as well as to explore the market potential for companies working in the field of energy efficiency in Texas. High-level speakers met with manufacturers, architects, engineers, wholesalers, contractors, real estate agencies and property developers. German and American companies and representatives from leading research institutions, government agencies and industry association were also present. Texas has the highest energy consumption in the U.S. and also produces the most carbon dioxide. In the course of the last couple of years, the state has therefore started several energy efficiency initiatives.



● September 17, 2013 | Houston, TX

## Conferences & Delegations

### Stats & Facts

6

Industry-specific conferences

3

Delegations

350

Total attendees (approx. number)

## TOWER Conference 2013

The GACC South - Houston Office hosted leading representatives from the wind sector in the 4<sup>th</sup> Texas Offshore Wind Energy Roundtable (TOWER) Conference and the Offshore Wind Law



(OWL) Conference. The conferences caught the attention of many key players of the offshore wind industry and addressed the opportunities of this emerging market as well as characteristics, risks, technological capabilities and inevitable challenges of offshore windparks in Texas.

● August 27-28, 2013 | Houston, TX

## Delegation - "Aerospace Hightech made in Bremen visits the USA"

The "Aerospace Hightech made in Bremen" delegation visited the U.S. from October 27- November 4, 2013. Stops included Washington, D.C., Huntsville, AL, Wichita, KS and Atlanta, GA to strengthen collaboration between existing partners and to expand business with German and U.S. aerospace and technology companies. The delegation was led by Senator Martin Günthner of the Ministry of Economic Affairs, Labour and Ports of Bremen. Interesting site visits included tours and receptions at the U.S. Space & Rocket Center, the Redstone Arsenal, United Launch Alliance, Spirit Aerosystems, Airbus, Cessna, and several engineering firms. As one of many highlights, the Bremen delegation also attended the GACC South 18<sup>th</sup> Annual Gala.

● October 27- November 4, 2013  
Washington, D.C., Huntsville, AL, Wichita, KS, Atlanta, GA

# Consulting Services

One of the primary roles of the GACC South is to support German companies with their activities in the U.S. We are an experienced, trustworthy partner and we consult our clients individually. The following graphic shows a breakdown of the consulting services offered by the GACC South:



## Site Selection USA

The complexity of the site selection process requires a partner who is well versed with the intricacies of the U.S. environment. As a subsidiary of the GACC South, the GACC South Services LLC offers a range of professional business location services. Besides the advantages of experience, an established network and bilingual staff, GACC South Services offers its clients neutrality with respect to the investment destination, focusing instead on the quality of the location decision. How do we achieve these objectives?



Staff Highlight

## Sven Langenau - Manager, U.S. Market Entry Services

As a manager of the U.S. Market Entry Services Team in Houston, I consult German companies in their U.S. market entry since July 2013. I hold a Dipl. Ing (MSc.) in Precision and Electronic Devices Engineering from the University of Applied Sciences in Berlin, Germany. My engineering expertise over the last 15 years in different industries allows me to evaluate engineering businesses from a technical sales perspective all the way to upper line management as I held various positions as Branch Manager and Department Head in Product Management. I am excited to be a member of the GACC South team helping small and medium sized companies to start their businesses in the U.S. and to contribute to structural growth to the Houston region. As a matter of fact, this aspect allows drawing parallels to my home town Berlin, Germany: both cities offer great economic opportunities, both cities are vibrant in culture, and both cities are places you just want to be in right now.



## GACC South Career Services

Recognizing that human talent is a company's greatest asset, the GACC South's Career Services fill a variety of positions, helping companies find exceptional employees within the targeted network of German-American professionals. Comprehensive services include job postings, recruitment services, exposure in the jobXchange database and personal assistance and consultation, as well as the Partner Support Program and two internship programs.

### Job Posting & Recruitment

Whether creating a concise job description or assisting with the hiring process, our Career Services aim to provide support throughout the various stages of recruitment. We offer flexible options depending on our clients' needs. Posting a job on our website is advantageous for companies looking for bilingual staff throughout the country. During the recruitment process, we access a pool of over 6000 candidates in our nationwide database jobXchange.



Thanks to our network, we have an excellent understanding of both American and German business culture, and our precise assessment of potential applicants' competencies and compatibilities saves a company time, resources and money.

### Partner Support Program

Another career service is the Partner Support Program (PSP). Launched in July 2013 as a pilot project with the Volkswagen Group of America, we have already successfully completed consultations with spouses of VW expatriates. The objective of the PSP is to assist spouses in realizing their full potential in the U.S. by offering custom-tailored advice. The program includes:

- job search assistance
- identifying volunteering
- continued education
- community engagement opportunities
- university consultation

### Internship Programs

The Halle Foundation summer internship program sponsors 10-15 students to work for a German company in South Carolina, North Carolina, and Georgia in the summer of 2014. The programs goal is to foster intercultural exchange, nurture understanding of different businesses, and provide students with the opportunity to improve their German language skills.

"Azubis in die USA!" is the first internship program, developed and organized by the Joachim Herz Foundation, that sponsors German trainees and apprentices during an eight week internship in Georgia. Ten apprentices from Bavaria will begin their internships with their host companies in April.

### Nadine Schubert - Consultant, Career Services

"It's choice - not chance - that determines your destiny." This statement by Jean Nidetch perfectly describes both my work and my personal experiences. I came upon my career by way of seemingly indirect paths. However, the choices I made provided me with the experiences and skills I now apply on a daily basis. I trained as a bank clerk in Germany and after gaining first hand work experience, I earned a BA and a Master of International Business with a focus on Human Resource Management. One semester abroad at the College of Charleston solidified my affinity for the English language, American culture and business environment. As a consultant in the field of Career Services I help candidates and companies choose the 'perfect fit', providing support in all stages of the hiring process. I enjoy assisting expatriate spouses in our Partner Support Program (PSP) and I feel privileged to play a part in the positive development of both companies and individuals on so many levels.

## Consulting Services Stats & Facts

49	Current Business Representation clients
13	New clients 2013
4	Clients departed
2	Established own U.S. facility
2	Withdrew from the U.S. market
15	Market Entry projects
7	Site Selection projects
34	Job Postings
7	Successful placements
1k	Screened resumes

*"We are delighted about the extremely successful collaboration with the German American Chambers of Commerce (GACCs) on our Partner Support Program (PSP)! The PSP contributes considerably to the success of postings in the U.S.; this is also exhibited by the satisfaction of our expat partners and families. At Volkswagen we greatly appreciate the fact that we could gain a partner like the GACCs. We gladly recommend the PSP consulting package without reservations to other interested companies."*

Volkswagen AG - Global Assignments



Staff Highlight

# A German Model Goes Global

*Vice President Stefanie Jehlitschka reports about her role as the ambassador for vocational training.*

Dear Members, Partners and Friends,

For the longest time, the German dual vocational training system was frowned upon abroad – now it is Germany's biggest export. Traditionally combining classroom and on-site training, the model has become a catalyst for businesses and individuals in the U.S. and worldwide.

Companies have acted on the challenging U.S. market conditions by starting to implement apprenticeship programs across different industries. Major projects and milestones in the region point in the right direction. Volkswagen Group of America Inc., Chattanooga Operations celebrated its inaugural graduation class in August 2013. The three-year dual Automation Mechatronics Program has been the first one in the U.S. to be fully accredited by the Association of German Chambers of Commerce and Industry and the German American Chambers of Commerce. Volkswagen's exam has been the first to be written in accordance with the German examination standards (PAL), too. While Volkswagen focused on the technical side of the training, the GACC South examined, certified and overlooked the quality of the program.

Many more companies, not only in the South, have modeled their programs after the German dual vocational training system. To honor all of their efforts, this year's GACC Award celebrated the 'Trainer of the Year' Mike Bryan, a training specialist at Bosch Rexroth Corporation in South Carolina.



Numerous events, workshops and the 'Skills Initiative' as promoted by the German Embassy in Washington, D.C., the Representative of German Industry and Trade (RGIT) and the German American Chambers of Commerce (GACCs) have sparked great interest across the U.S.

In 2013, I had several speaking engagements on behalf of the GACC South on vocational training in the U.S., Mexico and Germany.

Our work in this area is thriving. We have received nothing but positive feedback from German-American

business leaders, economic developers, members and companies urging us to continue our work on this initiative.

I am driven by a holistic vision to work even closer with businesses in the Southern U.S. and across the nation to advocate for a system that empowers trainees and businesses. This topic continues to be on my agenda for many more years to come and it is extremely rewarding to be apart of this initiative.

Stefanie Jehlitschka  
Vice President  
GACC South



*"We are not trying to change an education system, we are trying to improve the system that's already in place."*

## Speaking Engagements 2013

- Moderator of Vocational Training Panel at Southern SME Forum, April 22, Nashville, TN
- Speaker at Global Carolina Business Conference on Workforce Development panel, May 15, Columbia, SC
- Moderator of Vocational Training Panel at German-American Business Forum, June 4, Hamburg, Germany
- Participation at DIHK Vocational Training Conference, June 5-8, Mexico City, Mexico
- Speaker at iMove Seminar Vocational Training USA, September 17, Bonn, Germany
- Speaker at Skills Initiative Roadshow of German Embassy, November 13, Atlanta, GA and November 14, Charlotte, NC
- Speaker at Worldwide DIHK/AHK/IHK Vocational Training Export Conference, November 18, Berlin, Germany

# Houston Update

*Julia Zimmermann, Houston Branch Office Managing Director's 2013 year in review.*



Dear Members and Friends,

As many of you have already heard, the past few years have brought rapid growth and development to our region. Texas, alone, is home to four of the fastest growing economic and population centers in the United States today. Our other states of Oklahoma, Arkansas and Louisiana have also seen substantial expansion and are becoming increasingly attractive to German foreign direct investment.

Having finally caught the attention of the nation in 2013, our region will undoubtedly continue to develop into a global economic titan in 2014.

The diversity of our economic landscape is particularly impressive, with some of the most promising growth taking place in the industries of oil, natural gas, aerospace and healthcare.

Houston already hosts the most influential annual trade show in offshore drilling, the Offshore Technology Conference OTC. Joining its ranks in 2014 will be Medical World Americas by Medica (Messe Düsseldorf). This conference is set to become the largest all-encompassing medical trade show in North America and will undoubtedly draw attention to the untapped potential of the Texas Medical Center, which is the largest concentration of medical facilities in the world.



Some large scale investment and expansion projects such as Lufthansa Technik in Oklahoma, German Pellets in Texas and Louisiana and The Linde Group in Texas, are just a few examples of German commitment to the region.

With many great additions to the Houston team over the past year, the GACC South Houston office is set to take 2014 by the horns. Our vibrant and dynamic team is poised to take on every new challenge this expanding market might bring. Our Membership & Events team will continue to host many events throughout Texas and Oklahoma and continue to expand further into the region. The Market Entry team is set to rebuild the consulting services offered in the Houston office and will start to provide business representation services as well. The Projects team will also expand into new industries, as well as try to bring projects to our newly added territories of Puerto Rico and the U.S. Virgin Islands.

We are excited about 2014 and look forward to working with you in the coming year!

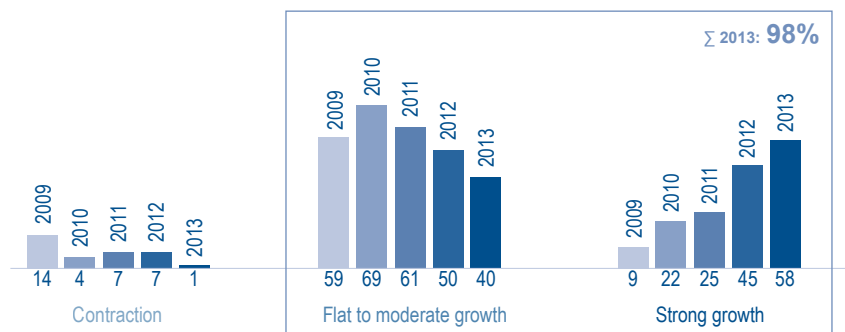
Julia Zimmermann  
Managing Director  
GACC South - Houston Office



# GABO 2014

The German American Business Outlook (GABO) results show confidence of German-American businesses with a 5-year high – 98% of German subsidiaries expect business growth in 2014.

## Own Business Growth Outlook<sup>1</sup> (%)



### Business Outlook

- 98% of respondents expect growth for their U.S. business and 95% believe the U.S. economy will expand in 2014.
- 75% of firms intend to increase their work force in 2014, indicating a positive economic outlook.
- Despite flat sales prices in 2013, 89% reported unchanged/upward trends in sales volumes.
- German companies continue to innovate – 31% plan to introduce new product lines in 2014.
- Although costs have continued to rise, German-American firms have experienced top-line growth and have increased capital expenditure projects.

### Challenges for German-American Businesses

- As a result of the ongoing budget crisis, U.S. fiscal policy remains most common cause of concern.
- Lack of skilled labor affects almost 50% of German subsidiaries. Firms believe that long-term economic value can be created through investment in education.
- Higher labor costs, particularly higher wages in manufacturing, pose a challenge to growth with 30% of respondents reporting worse conditions than in 2012.
- USD-EUR exchange rate levels had a negative impact for 33% of businesses, as compared to 11% in 2012.

### Further Potential for Growth

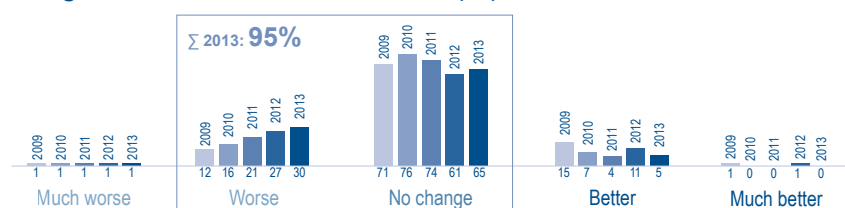
- Addressing U.S. fiscal concerns and tax reform would further restore market confidence and improve long-term economic growth potential.
- A more structured approach to introducing German-style dual vocational training in the U.S. is desired.

### Transatlantic Trade and Investment Partnership (TTIP)

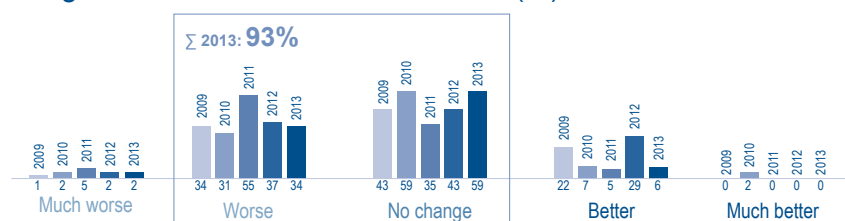
- German-American firms believe TTIP will stimulate growth by alleviating structural and regulatory barriers in transatlantic trade.
- Reduced tariffs and harmonized standards are the most anticipated benefits of TTIP.
- While the process is in too early a stage for businesses to prioritize it, a majority of firms expect to expand U.S. operations and/or increase hiring in the U.S. after a successful TTIP implementation.



## Change in Labor Costs 2009–2013 (%)

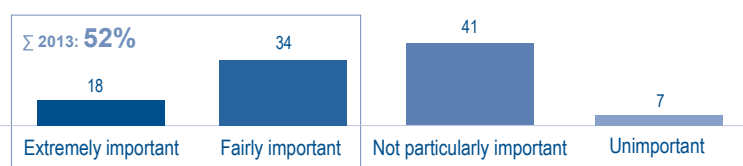


## Change in Non-labor Costs<sup>1</sup> 2009–2013 (%)



<sup>1</sup> Non-labor costs = raw material costs and costs of semi-finished and finished goods

## Relative Importance of TTIP to Respondents (%)





# Trainer of the Year Award

*The GACC Award recognizes outstanding German subsidiaries that demonstrate excellence in workforce training, advancing skills and competence in young people and trainees.*

The award ceremony was part of the GABO presentation in New York on December 16, 2013 and sponsored by FESTO. This year's winner, Mr. Mike Bryan, is a Training Specialist at Bosch Rexroth Corporation in South Carolina.

*"Mike exemplifies the role of a leader in the apprenticeship movement by bringing his foresight and expertise to industries and to the community."*

Mike leads by example. He is a graduate apprentice from the Bosch Charleston apprentice program and led the program for more than 25 years before joining Bosch Rexroth in 2008. He brings a level of leadership to the apprentice program that earns him respect from his apprentices, the leadership and manufacturing associates within the plant as well as within the educational community. Mike has been working for more than 32 years as a Bosch and Bosch Rexroth associate and to this day, he has trained 769 trainees.

*"He has been an apprentice himself and has climbed the ladder – he knows the system inside out and how to improve it."*

When Mike was asked to design, develop and start the Fountain Inn Apprentice Program, he had a vision for the future. He designed the program with a fabrication shop, machine shop, sign shop, and ensured its support to the engineering co-op programs. As a dedicated advocate of skilled and modern training, he goes into classrooms and has volunteered more than 300 hours a year for more than 15 years to improve the educational tools for tomorrow's workforce. Many agree Mike has had a profound impact on the community. He also started a FIRST Robotics team in a small former cotton industry mill town and the county school



embraced that program in middle and elementary schools. He also advises Greenville Technical College on tools to improve classroom academics and curricula, he is an excellent team player as well as a team leader.

*"The sheer scale of his work with apprentices is remarkable and his extension of these innovations to middle schools – especially in robotics – is very promising."*

Mike's vision is the long-term success of the educational areas within Bosch as well as the communities surrounding Bosch's operations. He is constantly looking for improvement and to enhance the quality of the training. Through his tireless commitment, he has been able to build teams within the business community to bring additional assets and resources to schools.

Congratulations to the 2013 GACC Trainer of the Year, Mike Bryan!

## Public Relations

### Stats & Facts

**70k** Website visitors

**219k** Website page views

**24** Blog posts

**11k** Blog views

**3k** AHK USA LinkedIn Group Members

**460** Total Twitter followers (GACC South)  
55% increase

**455** Total Twitter followers (German Bierfest)  
33% increase

**1,711** Total Facebook likes (German Bierfest)  
38% increase

#### NEW 2013

German Bierfest Website (relaunch)  
Instagram, Foursquare, Google+





# GACC South

The GACC South celebrated its 35<sup>th</sup> anniversary and the close collaboration between German-American States, Inc. was founded in 1978 in Atlanta. At the time, it comprised 120 German companies in the compasses eleven states and two territories. It serves about 700 members ranging

## 1978

- Founding of the GACC South in Atlanta, GA. with only two full-time employees.
- 120 German companies were located in the Southeastern U.S.



## 1979

Delta Airlines celebrates its 50<sup>th</sup> year of service & begins flights to Frankfurt a.M. with the support of the GACC South.

## 1979



- The DM in USA was a seminar about legal and tax aspects for financial investments in the USA for attorneys, CPA's and tax- and business-consultants, taking place in Atlanta, GA.
- Speakers among others were former United States Secretary of State Dean Rusk and former Governor of Georgia George Busbee. As a result of the seminar about 40 out of the 60 attendees established business relations in the Southeastern U.S.

## 1996-2012

The GACC South is expanding throughout the region with chapter openings in the following states:

- 1996 – South Carolina
- 2002 – North Carolina
- 2004 – North Texas
- 2005 – Tennessee
- 2012 – Florida

“When Atlanta and the Southeastern United States were initially chosen as the site of a new German American Chamber of Commerce in 1978, we had to increase our effort to promote the region. At that time, the South was believed to be sleepy and ‘gone with the wind’ and only a few Germans could perceive the pro-business climate and the myriad advantages of locating new establishments in the southern states. With the help of the GACC South’s vigorous efforts, our region has become the most attractive location for German companies in America. Whether serving as a platform for information and contacts, as consultants for all questions relating to expanding in the U.S. market or actively shaping its community, the Chamber has helped its members and clients succeed in the U.S. market. The transition of this organization from an office with two employees in 1978 to today’s full-service organization with 36 employees and six regional offices and chapters provides an unparalleled success story.”

Dr. Eike Jordan  
First CEO, GACC South

# 35<sup>th</sup> Anniversary

can businesses in the region. The German American Chamber of Commerce of the Southern United Southeast, but only two full-time employees. The Chamber has greatly expanded since and now en- from a variety of industries, small and medium-sized businesses to entrepreneurs.

## 2003

- Unification Conference - A demonstration and celebration of friendship and strong economic ties in difficult times.



On the photo from left to right: Helmut Kohl, former Cancellor of Germany, Mikhail Gorbachev, former General Secretary of the Communist Party of the Soviet Union, George H. W. Bush, 41<sup>st</sup> President of the U. S., Tom Brokaw, TV journalist and former anchor of NBC Nightly News, Thomas J. Harrold, Jr., Secretary of the Board of Directors of the GACC South

## 2013

- At the 18<sup>th</sup> Annual Gala, hosted at the St. Regis Atlanta, the GACC South and 500 members, friends, and honorary guests toasted to the strength of the German-American business community and the GACC South's 35<sup>th</sup> anniversary.
- Dr. Eike Jordan was honored with an award for his lifelong support and for being one of the founding fathers of the GACC South in 1978.



## 2009

- 60<sup>th</sup> Anniversary of Airlift Berlin.



On the photo from left to right: Dr. Eike Jordan, First CEO, GACC South, Colonel Gail Halverson, Candy Bomber, Kristian Wolf, former President & CEO, GACC South.



# Board of Directors

The 2013 Board of Directors was elected at the Annual General Meeting on April 22, 2013.



**Mr. Martin Richenhagen**  
Chairman, GACC South  
Chairman, President & CEO  
AGCO Corporation



**Mr. Steven Markham**  
Vice Chairman, GACC South  
President, BLG Logistics, Inc.



**Mrs. Martina Stellmaszek**  
President & CEO  
(and Ex Officio BoD)  
GACC South

## Treasurer

Mr. Thomas Topp  
Senior Vice President & CFO  
Heidelberg USA, Inc.

## Secretary

Mr. Thomas J. Harrold, Jr.  
Partner  
Miller & Martin PLLC

## Assistant Secretary

Maj. William Bradley Carver  
Partner  
Hall Booth Smith, P.C.

Mr. Craig Baartman  
Plant Manager  
Continental Tire the Americas, LLC

Mr. S.A. de Kock  
CPA & Managing Partner  
Rödl Langford de Kock LLP

Mr. Frank Fischer  
CEO & Chairman  
Volkswagen Group of America, Inc.  
Chattanooga Operations, LLC

Mr. Thomas Ginschel  
President & CEO  
Hettich America, LP

Mr. Mario Göpfert  
Partner  
Witte Pumps & Technology, LLC

Mr. Stefan Grenzebach  
CFO  
Grenzebach Maschinenbau GmbH

Mr. Peter Halpaus  
CEO  
IFF, Inc.

Mr. Thomas J. Harrold, Jr.  
Partner  
Miller & Martin PLLC

Mr. Rudi Herbst  
President & CEO  
United Soft Plastics, Inc.

Mr. Jason Hoff  
President & CEO  
Mercedes-Benz U.S. International, Inc.

Dr. Eike Jordan  
President  
Jordan Inter Consult

Mr. Thierry Kartochian  
Executive Vice President & CFO  
Porsche Cars North America, Inc.

Dr. Christian Kissinger  
General Manager  
SAERTEX USA, LLC

Mr. Sam Moses  
Partner  
Parker Poe Adams & Bernstein, LLP

Mr. Tim Mueller  
Director of Information Technology  
DEKRA Automotive North America, Inc.

Mr. Lars Oltmanns  
Owner  
Halo Food Connect, LLC

Mrs. Teri A. Simmons  
Director, International / Immigration Practice Group  
Arnall Golden Gregory, LLP

Mr. Harry Volande  
Executive Vice President & CFO  
Siemens Product Lifecycle  
Management Software, Inc.



Mr. Felix von Nathusius  
President & CEO  
IFA Rotorion North America, LLC

Mr. Dennis Wagner  
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Eva Felis  
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Devon Clifford  
Elisabeth Doehne  
Kevin Hill  
Kati Holz  
Christine Kuehl  
Philip Marschall  
Vanessa Martinez  
Dilara Ozgonenc  
Nicole Prybula  
Melissa Rary  
Christina Rutte  
Fabian Schloetzer  
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