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TRADE

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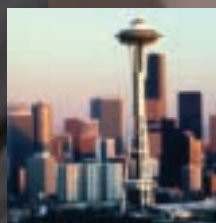
MAIKE SCHUH-KLAEREN

President at Heraeus, Inc.

German Food in the US:
GACCs become Official
Export Partner



Washington State:
Innovation is
in our Nature



Dreamcatcher Series:
Marc Kleinmann
Designs Beautiful
& Sustainable Homes



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EDITORIAL

Home Sweet Home

Making yourself at home in a foreign country isn't always easy – that applies to businesses and people alike. That is why, we as the GACCs enjoy our task of helping German companies settle into the American market. These same companies make us feel more at home stateside as well, such as by importing authentic German Broetchen, Muesli, Sweets and other goodies as done by the companies featured in our **Board Talk** and **Food Spotlight** – or in a literal sense, by building great sustainable homes like our **Dreamcatcher**, Marc Kleinmann.

Our **State Special** helps with the question of where to build your home or business – the state of Washington might be just the spot. Joachim Frigger, founder of **EMO Trans** featured in our Member Profile, decided that he belonged in New York long before fellow member **Sutton Court Hotel Residences** set out to create exclusive “homes away from home” ideal for extended stays in the Big Apple.

Finally, our **cover story** deals with a key challenge for international businesses – maintaining a global perspective while accommodating the specific needs of local customers. Meet the **Heraeus Group** that solves this problem by establishing regional centers in key markets.

At home or abroad – enjoy reading and enjoy the rest of the summer!



Jayne Riemer-Chishty
riemer-chishty@gaccomm.org

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BOARD TALK

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DLA Piper advises Groupon on acquisition of CityDeal

DLA Piper has advised the US-American internet company, Groupon Inc. (Chicago) on its takeover of the German startup, CityDeal GmbH (Berlin). The purchase price was settled through the transfer of shares.

• baltimore.citybizlist.com

EMD Millipore head promises local growth

Millipore Corp., the life sciences tools company, was officially bought by German drug giant Merck KGaA in a deal worth \$7 billion. The new business unit, called EMD Millipore, will have its global headquarters in Billerica, MA. • www.bizjournals.com

Deutsche Bank Hires Mayer for Markets North America

Deutsche Bank AG, Germany's biggest bank, hired UBS AG's Jeffrey Mayer as head of global markets for North America. Mayer will oversee the U.S. equities and fixed-income businesses that Deutsche Bank has expanded in recent years. • www.businessweek.com

Texas Oil Baron Is Promoting Solar Energy

Larry Hagman, the U.S. actor who played the scheming Texas oilman J. R. Ewing on the long-running TV show 'Dallas', is reprising his role in an advertising campaign to promote solar

energy and SolarWorld, a German photovoltaic module maker. SolarWorld, which is based in Germany but operates factories in California and Oregon, is the latest solar company to run a prominent advertising campaign.

• www.nytimes.com

Perceptron Announces Rothenberger and Product Launch

Perceptron, Inc. named Rothenberger AG of Kelkheim, Germany as the strategic customer it signed in the plumbing market vertical and announced that shipments of the first new product, the Roscope® 1000, had begun. Perceptron had previously announced the signing of a new strategic customer in a press release but was unable to identify Rothenberger at that time.

• www.marketwatch.com

Leoni acquires RoMack

German automotive supplier and cable specialist Leoni has acquired US company RoMack of Williamsburg, VA, a specialist in optical fibre technology. The purchase is being executed via Leoni's subsidiary FiberTech USA, Inc. •

www.automotiveworld.com

Despite Privacy Inquiries, Germans Flock to Google, Facebook and Apple

Despite living in a country with strict data protection laws, nothing stops Germans from flocking to social networking sites or downloading the latest smartphone

applications. While the government is trying to protect its citizens by closely observing Internet data exchange, Germans seem to feel a disconnect between data privacy laws and consumer sentiment toward privacy. • www.nytimes.com

Daimler boss extols Portland talent

Daimler CEO Martin Daum cemented his commitment to keeping the U.S. subsidiary of German auto-maker Daimler AG, Daimler Trucks North America, headquartered in Portland, OR. Daum praised the 800 engineers the company employs locally as a skilled and experienced work force that would be too difficult and costly to replicate elsewhere.

• www.portland.bizjournals.com

Merck Germany exec to become Millipore's chief

Longtime Merck KGaA executive Bernd Reckmann is expected to run the new division when the German pharmaceutical giant completes its \$6 billion acquisition of Billerica, MA-based biotechnology equipment maker Millipore Corp. Reckmann, a German national with a doctoral degree in biochemistry, could be named to the new post momentarily.

• www.bostonherald.com

TRIOPTICS acquires Davidson Optonics and forms US subsidiary

German optical test-equipment manufacturer TRIOPTICS GmbH says it is increasing its cus-

customer service and establishing a basis for future growth by founding a subsidiary in the USA – TRIOPTICS Inc. – and has also acquired Davidson Optonics of West Covina, CA, a manufacturer of optical test equipment. • www.optoiq.com

TÜVRheinland acquires Rail Sciences

German firm TÜVRheinland recently acquired Rail Sciences Inc. (RSI) and RSI Materials Engineering, RSI's testing and metallurgical analysis lab in Omaha, Neb. RSI will become a separate business unit of TÜV North America and adopt the new corporate name TÜV Rail Sciences Inc. • www.progressiverailroading.com

Solar Millennium AG in talks to sell equipment to U.S. coal plant operators

Solar Millennium AG, the German maker of solar-energy systems, is holding talks with U.S. operators of coal-fired power plants to sell them equipment for reducing fuel use by installing concentrated solar devices next to power stations. Solar Millennium develops and produces parabolic collectors that concentrate sunlight using arrays of mirrors to make steam and turn electric turbines. • www.bloomberg.com

Apple reportedly preparing T-Mobile iPhones

It is reported that Apple and T-Mobile USA are in advance stages of negotiations to bring Apple's iPhone to the T-Mobile network. T-Mobile USA is a

wholly-owned subsidiary of Germany-based Deutsche Telekom AG. • www.theepochtimes.com

German KSB buys US pump service company

German KSB Group acquired the US company Standard Alloys Incorporated, based in Port Arthur, Texas. The company specializes in spare parts management for pumps and compressors. The acquisition of Standard Alloys is part of KSB's long-range plan for increased service and repair capabilities in North America. • www.waterworld.com

Jaeger acquires Unitek

German company Jaeger has acquired Unitek Sealing Solutions, based in LaPorte, IN. This move will mean almost \$4 million in new investment and a doubling of the existing work force at the U.S. plant. The Jaeger Group provides custom rubber and plastic parts to the automotive and other industries, primarily in Germany. • www.southbendtribune.com

Germany's Webasto buys Karmann's US operations

German auto parts supplier Webasto says it has bought bankrupt competitor Karmann's U.S. business producing roof systems for convertibles. The company said Karmann's operations in Plymouth, Michigan will be managed by its North American affiliate, Webasto-Edscha Cabrio

USA. • www.businessweek.com

HeidelbergCement benefits from recovery in North America

German company HeidelbergCement said its demand for building materials recovered significantly in the second quarter, up from a first quarter plagued by economic factors and a long period of wintry weather. Thanks to recovering markets in the US owing to the effects of the infrastructure projects, the sales volumes for cement, aggregates and ready-mixed concrete in the second quarter were above the figures for the same quarter of the previous year, the company said. • www.aggregateresearch.com

German firm Allianz makes move to Broadway

In one of the largest office leases of the year, the North American headquarters of Allianz Global Investors will move to an office tower on Broadway that's giving the German financial-services giant a place to put its name up on the New York City skyline. Allianz, whose businesses include Pacific Investment Management Co. and NFJ Investment Group, has leased 213,000 square feet at 1633 Broadway in New York City.

• *The Wall Street Journal* **GAT**



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Heraeus in the USA

An active presence for more than 50 years

When Maike Schuh-Klaeren arrived in New York in April 2009, she was on a mission. As new President of Heraeus Inc., she established a new “Regional Center” – only one of two worldwide, one in New York, the other in Shanghai, catering to the needs of an international company.

What is the key function of a Regional Center? Above all, the Center performs a service role, acting as a link between the headquarters, located in Hanau, Germany and the local companies in the US. To begin with, the Regional Center supports the operating units on topics of strategic importance to the Heraeus Group, for example commercial law, corporate law, finance, taxes, IT, HR benefits, staff development and human resource marketing. In a second phase, such functions as accounting and external communications would be added.

“One reason for creating a shared service environment was to promote more of a ‘one company’ mindset,” says Maike Schuh-Klaeren. Acting as one company

provides increased flexibility to all the business’ operations while allowing corporate leaders to maintain a global perspective and simultaneously allowing regional-specific business unit leaders to focus on addressing the needs of their local customers.

By coordinating topics that are important to the Heraeus Group locally in the USA, internal processes can be improved. Therefore, the Regional Center can also contribute to implementing compliance guidelines in the US and ensuring that Heraeus presents a consistent face and is seen as an attractive employer throughout the USA.

One of the first objectives of the Regional Center was centralizing legal and corporate responsibilities. In addition, the Regional Center has made significant progress in the area of consolidation for finance and human resources. Payroll processing and employee benefit consolidation are examples of two value-added shared services. Also, US employees benefit from shared learning and development programs and greater exposure to career opportunities through shared recruiting resources.

Maike Schuh-Klaeren: “All our North American General Man-



Maike Schuh-Klaeren
President at Heraeus Inc.

agers and our CFO, Jan Rinnert from Heraeus Holding and I meet every quarter at a different facility. This allows our managers to stay familiar with all the other business unit's challenges and working environments. Our meetings serve as both a review of current regional center projects and a sounding board for future projects."

Globally Active and Family-Owned for over 155 Years

Businesses: precious metals, materials and technologies, sensors, biomaterials and medical products as well as dental products, quartz glass, and specialty light sources. With product revenues of 2.6 billion euros and precious metal trading revenues of 13.6 billion euros, as well as more than 12,300 employees in over 110 subsidiaries worldwide, Heraeus holds a leading position in its global markets.

Traditional yet forward thinking, Heraeus became an international company early on. Decades ago, as a way of spreading risk, the company pursued the goal of broad-based global activity, in Europe, in the United States and Asia. The first steps toward an international presence were taken throughout the Group in the early 1950s with forays into the US market.

The world's largest economy is now one of the Group's most

Heraeus

important markets. Over the years, the major players in the United States have engaged in rounds of brisk competition for market share. Heraeus has managed to establish a strong position, as evidenced, for example, by the acquisition in the Medical Components Division of Heraeus.

All Heraeus business groups have subsidiaries in the United States. Almost 1,800 employees work at Heraeus facilities across the country, contributing \$555 million to the Group's product revenues. The US companies export approximately 20 percent of what they produce, selling the bulk of their products to customers in the domestic market.

>>

Maike Schuh-Klaeren started her career in the international tax department of a Big Four accounting firm and joined Heraeus in 2002, where she was responsible for international taxes for the Heraeus Group.

On April 1, 2009, after working as Vice President for Corporate Projects, she took over the leadership of the Heraeus Regional Center in New York as its President. In this role, she reports directly to the Heraeus Holding Board of Management. In addition, she is also serving as Treasurer for the US Group.

Ms. Schuh-Klaeren holds both a law degree of the University of Trier and an MBA degree of Business Schools Mannheim and ESSEC Paris.



Heraeus Incorporated

540 Madison Avenue, 16th Floor
New York, NY 10022

Tel. 212-752-2705

Fax 212-752-4686

info@heraeus.com



www.heraeus.com

Heraeus in the USA

ST. PAUL & LINO LAKES, MINNESOTA



Heraeus Medical Components LLC
Year Established as part of Heraeus: 2004 and 2008

Site Operations: We develop, design, prototype, and manufacture medical assemblies, components, and stamped housings.

MERRILLVILLE, INDIANA



Heraeus Electro-Nite Co., LLC
Year Established as part of Heraeus: 1984
Site Operations: Service of repairing for the immersion lances and calibrating and repairing the instruments.

SANTA FE SPRINGS, CALIFORNIA



Heraeus Metal Processing, LLC (HMP)
Year Established as part of Heraeus: 2000
Site Operations: Development, design, prototyping and manufacturing of medical assemblies, components and stamped housings.

CHANDLER, ARIZONA



Heraeus Materials Technology, LLC
Year Established as part of Heraeus: 1985
Site Operations: Sales, operations, administration, development, manufacturing and distribution of sputtering targets for the Magnetic Data Storage, Large Area Coatings and Electronics markets.

PERU, INDIANA



Heraeus Electro-Nite Co., LLC
Year Established as part of Heraeus: 1990
Site Operations: Distribution of metal sensors.

BUFORD, GEORGIA



Heraeus Tenevo LLC and Heraeus Quartz America LLC
Year Established as part of Heraeus: 1972
Site Operations: Production of fused quartz tubing for the fiber optics industry, distribution offices for the Optics, Base and Lamp divisions.

AUSTIN, TEXAS



Heraeus Quartz America, LLC (HQA)
Includes 4 business units: Fabrication (Austin, TX & Wilmington, NC), Base and Lamp Materials (Austin, TX), Standard Optics (Buford, GA)
Year Established as part of Heraeus: 1972
Site Operations: Fabrication is the only unit with US production sites (Austin and Wilmington, NC); Base, Lamp and Optics are sales only.

(as of December 31, 2009)

No. of Employees in the USA: 1731

Product Sales \$55 Mio. Dollar

PM Trading \$,8 Bil. Dollar

SOUTH BEND, INDIANA



Heraeus Kutzor, LLC (HKNA)
Year Established as part of Heraeus: 1995
Site Operations: Manufacturing and distribution of dental business.

LANGHORNE, PENNSYLVANIA



Heraeus Electro-Nite Co., LLC
Year Established as part of Heraeus: 1988
Site Operations: Corporate US headquarters of expendable and semiconducting measuring and sampling probes for molten metal control, finance, sales, IT, operations, customer service, HR and R&D.

NEWARK, NEW JERSEY



Heraeus Precious Metals Management, LLC, Refining Division (HPMM)
Year Established as part of Heraeus: 1983
Site Operations: Precious metals recycling.

NEW YORK, NEW YORK



Heraeus Incorporated (Regional Center)
Year Established as part of Heraeus: 1977
Site Operations: Corporate Management

Heraeus Precious Metals Management LLC
Year Established as part of Heraeus: 1989
Site Operations: Precious metals trading.

NORTH BRUNSWICK, NEW JERSEY

Heraeus Sensor Technology
Site Operations: Distribution of microstructured Thin- and Thick Film systems.

WARTBURG, TENNESSEE



Heraeus Metal Processing, LLC (HMP)
Year Established as part of Heraeus: 2000
Site Operations: Development, design, prototyping and manufacturing of medical assemblies, components and stamped housings.

ELLWOOD CITY, PENNSYLVANIA



Heraeus Electro-Nite Co., LLC
Year Established as part of Heraeus: 1988
Site Operations: Manufacture of expendable sensors for basic metal industries and foundries.

W. CONSHOHOCKEN, PENNSYLVANIA



Heraeus Materials Technology, LLC
Year Established as part of Heraeus: 1981
Site Operations: Thick Film Business Unit, Ceramic Colors and Solar Cell Business Segment.

DULUTH, GEORGIA



Heraeus Noblelight LLC (HNI)
Year established as part of Heraeus: since late 80s department of HQS, spin off from HQS in 2001
Site Operations: Distribution of UV- and IR-lamps in North and South America.

WILMINGTON, NORTH CAROLINA



Heraeus Quartz America, LLC
Fabrication (Austin, TX & Wilmington, NC)
Year Established as part of Heraeus: 1997
Site Operations: The division Fabrication runs production sites in Austin, Texas and Wilmington, North Carolina. Production of quartz/glass components for the semiconductor- and telecommunication industry.



PUERTO RICO



Heraeus Noblelight de Puerto Rico, Inc. (HNPR)
Year Established as part of Heraeus: 2005
Site Operations: Production of UV-lamps.



Heraeus Materials Caribe (HMCC)
Year Established as part of Heraeus: 2008
Site Operations: Production of medical components.



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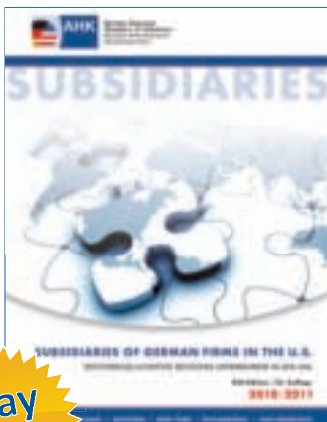
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May
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German American Energy Forum 2010

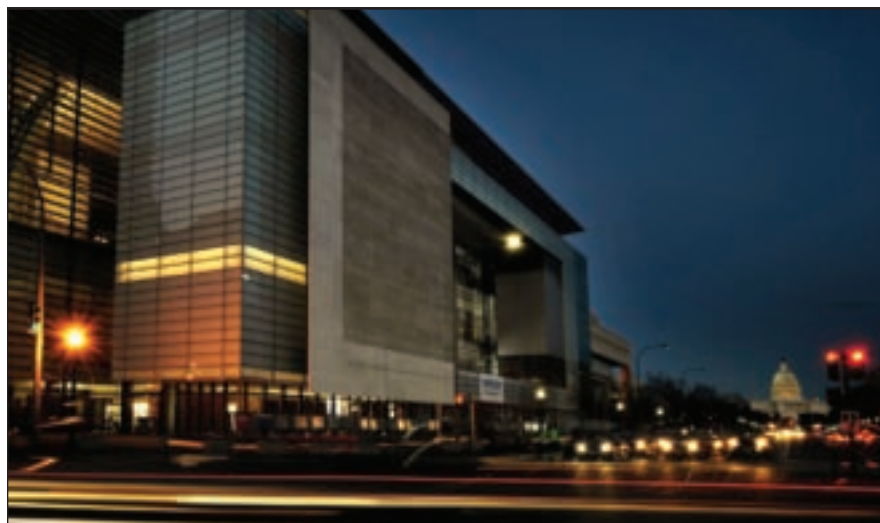
Global Challenges, Shared Opportunities



Washington, D.C.

October 14, 2010

Held at: Newseum (www.newseum.org)
555 Pennsylvania Ave. NW
Washington, D.C. 20001



About the Event:

In light of recent energy news, there is more agreement on the necessity of renewable energy than ever. Now, the question is not whether we should pursue a shift to a more sustainable energy future, but how. The United States especially is addicted to fossil fuel energy, using 25% of the world's produced oil. Change is needed, and it will have to be an international effort to succeed.

In response to these challenges, the **German American Energy Forum 2010** seeks to uncover what has made energy reform so successful in Germany and offer suggestions for partnerships between US and German industry leaders going forward.

The **German American Energy Forum 2010** in Washington, D.C. on October 14th, 2010 will bring together political, academic and business leaders in the areas of renewable energy and energy efficiency from Germany and the US. The event is organized by the German American Chambers of Commerce and will be conducted under the patronage of the Ambassador of the Federal Republic of Germany to the United States, Dr. Klaus Scharioth. The program will also be supported by the German Federal Ministry of Economics and Technology (BMWi) and Germany Trade & Invest (GTAI).

For further questions please contact:

Ines Hönemann

Manager, Consulting Services

ihoenemann@gaccny.com

phone: 212-974-8852

www.gae-forum.com

Taking America's Taste for German Food Beyond Brats & Sauerkraut

The German Chambers of Commerce Abroad become the official export partner for the German food industry – 2010 program series in the U.S. off to a “Sweet” start

A recent change in German legislation has prompted the German Chambers of Commerce Abroad (AHKs) to expand their industry focus. In the U.S., the chambers have long been an important partner for companies in the automotive, engineering, medical technology, and renewable energy industries, but now companies in the food sector can take advantage of this resource as well. And they do!

After the German Agricultural Industries' Central Marketing Association (CMA) was dissolved last year following a decision by the German Constitutional Court, the German Chambers of Commerce Abroad (AHKs) were designated to assist the country's food industry in bringing its products and services to foreign markets. The CMA's marketing efforts had formerly been financed through mandatory

contributions from German food producers - a practice that the court deemed unconstitutional in February 2009.

After this verdict, the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) designed a strategy that seeks to maintain the expertise of former CMA experts in foreign markets and combines it with the resources of the German Chambers of Commerce Abroad (AHKs) as the classic institution for German export promotion. The ministry and the chambers' parent organization, DIHK, identified seven key markets worldwide, among them North America, to be the focus of a joint effort to forge partnerships between German food producers and local distributors and retailers. German agricultural exports

*by Eva Krause,
GACC of the Midwest*

*Products by Peter Kölln KGaA,
an AHK Sweets and Snacks
Business Delegation participant*



Six renowned German companies were participants of the AHK Sweets and Snacks Business Delegation in Chicago

to the United States alone exceed 1 billion Euros every year, making the United States Germany's biggest export market outside of the European Union.

A multitude of AHK programs designed for small and medium-sized exporters

As of 2010, the German American Chambers of Commerce (GACCs) offer a set of initiatives designed to assist food companies at different stages of their market-entry strategies:

- **Business Delegation Program** These one-week programs reach out to companies that are already familiar with the characteristics and potential of the target market. Prior to the delegation's arrival, the local chamber conducts an in-depth target group analysis to identify potential partners and sets up individual meetings for the German delegation participants. As part of the program, delegation companies showcase their products to a select audience at an exclusive event organized by the hosting chamber. The rest of the week is

dedicated to one-on-one partner meetings. The main focus is to identify and meet key business partners to successfully launch or expand the delegation companies' export activities in the U.S. market.

- **Market Exploration Program** Companies at an earlier stage of defining their export strategy are invited to spend 4-5 days exploring local market conditions, while receiving a comprehensive introduction to import regulations, logistics and distribution structures, etc. in a series of workshops and seminars organized by the hosting chamber.
- **Partnering Reception** This forum is an opportunity for German companies already well-acquainted with the target market to showcase their products, meet potential partners in person, and have goal-oriented B2B-talks. Partnering Receptions are usually organized around trade shows or other large scale industry events in the target market.

>>

7 KEY MARKETS FOR GERMAN FOOD EXPORTS:

Brazil/Mercosur
China
Italy
Japan
USA/Canada
Austria/Central Europe
Russia

Products by Maintal Konfitüre GmbH, one of the AHK Sweets and Snacks Business Delegation participants





Official picture with AHK Sweets and Snacks Business Delegation participants, GACCoM President & CEO Simone Pohl, VP Mark Tomkins, Onno Hückmann, Consul General of the Federal Republic of Germany (4th from left) and Deputy Consul General Helmut Rausch (2nd row, center). The group is framed by Arnim von Friedeburg, Managing Partner, German Foods North America LLC (far left) and GACCoM Food Projects Manager Christian Szameit (far right).

First business delegation to the U.S. a success: Chicago discovers its German sweet tooth

The German American Chamber of Commerce of the Midwest (GACCoM) kicked off the 2010 program in July by welcoming the first food industry Business Delegation to Chicago. Six renowned German companies, among them European market leaders, attended the program with an industry focus on 'Sweets and Snacks'. An expert roundtable on Monday, July 19, was followed by a topical reception, 'A Taste of Germany,' an ideal opportunity for over 80 distinguished attendees to network with company representatives, sample the displayed products, and receive an introduction to the individual

product portfolios. Over the course of the week, the delegation attended a total of over two dozen one-on-one meetings with potential American partners and completed several local store-checks including individual meetings with buyers as well as store managers. Delegation participant Sabine Panhorst, Export Director for Germany's #1 cereal producer, Peter Kölln KGaA, summed it up: "Thanks to the broad range of potential partners GACCoM was able to identify for us - importers, purchasing agents, store owners, lawyers - all our partnering meetings were equally informative and valuable. Each of them showed interest in our products – now the future will show how soon we will start exporting to the United States."



*Traditional bakery
Handwerksbäckerei Mack,
AHK Sweets and Snacks
Business Delegation participant*

INFO ON UPCOMING GACC FOOD PROJECTS:

German Cuisine - An Evening of Sampling and Networking • October 14, 2010, Boston, MA
German American Chamber of Commerce, Inc., Contact: Andreas Seitz, aseitz@gaccny.com

AHK German Baked Goods & Pasta Business Delegation • November 7-12, 2010, Atlanta, GA
German American Chamber of Commerce of the Southern US, Inc.
Contact: Sebastian Eich, seich@gaccsouth.com

AHK Market Exploration Program: Alcohol – German Beer and Wine • December 6-10, 2010
German American Chamber of Commerce of Midwest, Inc.
& German American Chamber of Commerce of the Southern US, Inc.
Contact: Christian Szameit, szameit@gaccomm.org or Sebastian Eich, seich@gaccsouth.com

Cornbread meets 'Schwarzbroi' in the South

The German American Chamber of Commerce of the Southern United States will host its first Business Delegation program from November, 7-12, 2010, with a focus on baked goods and pasta, an especially promising product segment for German exporters. Delegation companies will have the opportunity to give both public and one-on-one product presentations and will gather in-depth information on the U.S. market in a comprehensive seminar.

German food, naturally: An evening of sampling German cuisine and networking at the Natural Products Expo East in Boston, MA

The German American Chamber of Commerce in New York organizes its first Partnering Reception Program at the Natural Products Expo East opening in Boston, MA on October 14, 2010. Scheduled for the eve of the opening day, this reception will allow up to eight German companies to intensify their trade show experience by presenting their products to a select audience of potential business partners including purchasing agents, importers, brokers and other important industry contacts. **GAT**



päx food
A New World in Snacks



Attendees mingled at an evening reception in Chicago showcasing products of the Sweets and Snacks Business Delegation companies

*Ingredient producer Päx Food AG,
AHK Sweets and Snacks Business
Delegation participant*

Make It in America

Remember in November!

*by David Campbell
Director of Trade Policy
dcampbell@rgit-usa.com*

In 1992, Bill Clinton reminded voters “It’s the economy stupid!” They sent him to the Oval Office. In his State of the Union address Barack Obama declared: “It begins with our economy.” He announced a National Export Initiative (NEI) with a goal to

double exports in five years (see “A Fresh Look” at U.S. Trade Policy in the May/June 2010 Trade issue).

The Agenda

President Obama signed the Manufacturing Enhancement Act of 2010 into law in August. It suspends or lowers duties on selected low-value inputs that are not available domestically, through December 31, 2012. This lowers manufacturing costs for U.S. companies. Each tariff adjustment is capped at \$500,000. The prior MTB bill expired in 2009.

Before departing for the August recess, the House passed the Emergency Trade Deficit Commission Act. It would establish a commission to review the U.S. trade deficit. At the eleventh hour, a provision placing a moratorium on new free trade agreements (FTAs) was stripped from the



“Throughout the 20th century, manufacturing was the ticket to a better life for generations of American workers. Over time, the jobs dried up. The answer is to build things better, make things better, right here in the United States.”

President Obama

Note: this article went to press just before Congress reconvened in September.

package.

Republicans

called for dismantling foreign trade barriers, not more analysis and reports.

The House also passed the National Manufacturing Strategy Act, which would require the president to draft a national manufacturing strategy and establish a National Manufacturing Strategy Board to assess the competitiveness and growth of U.S. manufacturers. The board would consist of government officials and industry representatives.

A fourth House-passed component is the Clean Energy Technology Manufacturing and Export Assistance Act, which would direct the Department of Commerce to promote the U.S. clean energy industry through a national export strategy and fund that would help lower production costs and encourage innovation, investment and productivity.

What's Next

Additional “make it in America” elements may include: a response to China’s misaligned currency; increased investment in infrastructure, and changes to the tax code. Republicans complain that the U.S. has the second-highest corporate tax among mature economies.

Members in both parties and leading business groups, including the U.S. Chamber of Commerce and the National Association of Manufacturers, urge a perma-

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ABOUT THE AUTHOR

David Campbell
Attorney, CPA
Director of Trade Policy
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WASHINGTON ★ UPDATE ★

NEWS FROM INSIDE THE BELTWAY

nent extension of the research and development tax credit.

The Stakes are High

It remains to be seen if the Democratic strategy will reap dividends on the assembly line (more jobs) or November 2, 2010 (more votes).

While the White House claims that the nation gained 200,000 manufacturing jobs through August, Republicans critique it for neglecting the pending FTAs with Colombia, Panama and South Korea.

Congressman David Camp (R-MI), ranking member on the Ways and Means Committee, points out that the U.S. enjoys a manufacturing trade surplus with its FTA partners. Deficits with Mexico and Canada are attributable to oil imports.

Even if Congress finds a way to ratify the three FTAs, an unlikely scenario, the broader agenda may fizzle if the Senate is unable to keep pace with the House, as has occurred with numerous bills. There is only so much that the

White House can do to surmount trade barriers, boost foreign demand for U.S. goods and services, and bolster the competitiveness of U.S. companies.

There is a lot at stake: when America heads to the polls in November, the state of the economy may prove decisive in determining whether the Democrats retain control of Congress.

While Obama's name will not appear on the ballot, pundits view the election as an implicit referendum on his performance. Could a Republican rout in November foreshadow the probability that the 2013 State of the Union might not be delivered by an incumbent?

The Obama administration is betting that a wave of new jobs in the coming months will illuminate the matter. Time will tell. **GAT**



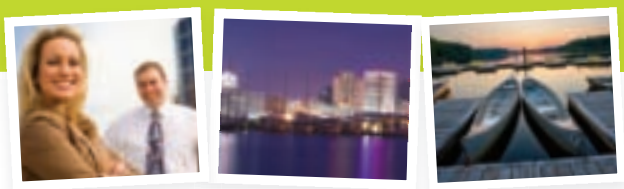
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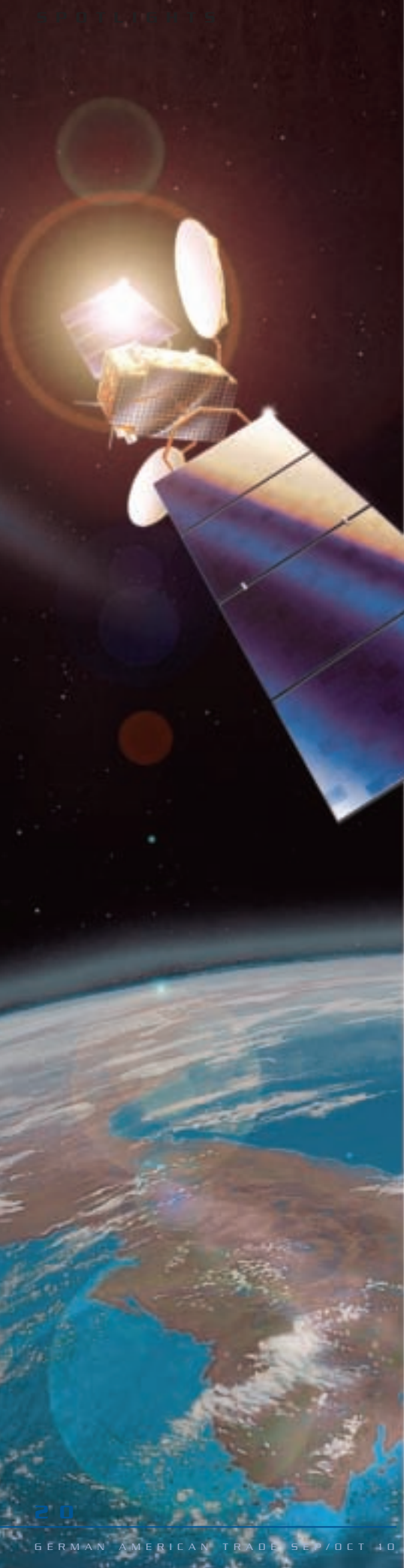
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For Hoffmann-Krippner the Sky is not the Limit

German Company produces Position Sensors for use in Space

The high-tech components that allow satellites to circle the Earth several hundred miles above us undoubtedly contain some of today's most current technologies. For decades, many prestigious innovations have been assets to space programs – only components of the highest quality, characterized by exceptional engineering, have been consistently used in satellites, rockets, the space shuttle and the international space station.

A new contribution to the group of sensors with satellite applications will come from Hoffmann + Krippner, Inc. [Hoffmann + Krippner]; the company was recently selected by MOOG Inc, a worldwide designer, manufacturer, and integrator of precision motion control products and systems to develop and produce a line of innovative position sensors for space-flight applications. Once qualified, these ultra-flat membrane potentiometers will feature noiseless operation and technical capabilities unheard of



**Hoffmann+
Krippner**

before. The two companies have recently signed an exclusive multi-year agreement that enables MOOG to use these sensors not only for their own products but also for other space applications.

Hoffmann + Krippner, a medium-sized German company with operations in the U.S. just outside of Atlanta in Peachtree City, GA, has been involved in the field of ultra-flat membrane potentiometers for almost 20 years; its first patent for its SENSIFOIL® product brand was issued in 1993. Membrane potentiometers are extremely flat position sensors that are comprised of a flexible film material and replace conventional mechanical potentiometers. One of the many advantages of this product is its dimensions; it is small in size and is of minimal weight.

While Hoffmann + Krippner has only been active in the US market for two years, the company already supplies its SENSIFOIL® sensors to many



leading American companies. Hoffmann + Krippner's clients range from manufacturers of aviation and military devices to manufacturers of consumer electronics and companies involved in robotics. Hoffmann + Krippner has been recognized as a leader in innovation and technology in the diverse market of ultra-flat position sensors.

The success that emerges from partnerships such as this recent space-related venture enables Hoffmann + Krippner to invest deeper into their presence in the United States. CEO Guido Woska says, "Innovation made in Germany is still a driving force in highly innovative markets. Despite the recent recession, we believe that our quality, engineering excellence and our understanding of our customer's needs will always be appreciated and eventually pay off. We will invest further into this market and are proud to have gained a significant market share for ultra-flat position sensors in such a short term."

The decision to expand to the American market during one of the worst economic crises in the world never wavered. Ralf Krippner, CEO of Hoffmann + Krippner's German parent company, the Hoffmann + Krippner Group, recalls his decision to

come to Georgia. "We were certain that we made the right decision. The Southeast and especially Georgia offer a very attractive entry into the large U.S. market and we were welcomed with open arms. It just makes sense to do business here."

The outlook for Hoffmann + Krippner's SENSOFOIL® sensors is bright – in the near future, these sensors will circle the planet in the world's most advanced satellites. **GAT**



Hoffmann + Krippner Inc.
Guido Woska, President

277 Highway 74N, Suite 306
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Washington State

Innovation is in our Nature

by Sabine Zimmermann, GACC
California Branch

The State of Washington is located in the Pacific Northwest region of the United States on the border to British Columbia, Canada. Most of the “Evergreen State” consists of deep forests, mountain ranges and semi-deserts around the Seattle Metropolitan area as center of business and industry. The Seattle-Tacoma port is the fourth largest in the United States, making Washington prime territory for companies looking to do business with Europe and Asia.

Washington boasts a unique and strong convergence of industry, innovation and entrepreneurship, and a diverse set of knowledge-based and technology-driven industries. This fact, combined with its geographic and regulatory advantages, con-

tinuously earns the state top rankings as a business location. In 2009, Forbes.com named Washington the second best state for business and U.S. News & World Report recognized it as the number one state to start a business.

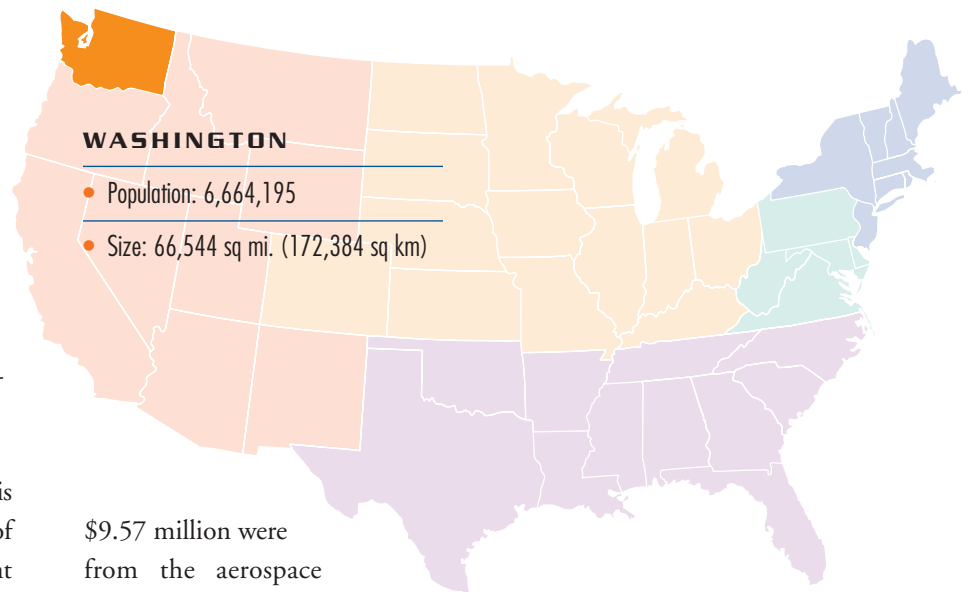
As the birthplace of some of the world’s most powerful companies, Washington is home to many of the world’s richest individuals, including Microsoft’s Bill Gates and Paul Allen, Amazon.com’s Jeffrey Bezos, and Starbucks founder Howard Schultz. This helps to spur economic activity in the region. In addition, the state has a pro-business regulatory environment, including a lack of income tax and an availability of various industry-specific incentives. Aerospace, clean energy, forest



products, global health and life sciences, information and communication technology, manufacturing, marine technology, value-added agriculture and food processing, and tourism are leading industries across the state.

The Seattle Metropolitan area is considered the global center of software and home to a vibrant and diversified information and communication technology industry with key sectors including cloud computing virtualization, energy efficiency software and e-commerce solutions, amongst others. T-Mobile USA, Inc., the U.S. wireless operation of Deutsche Telekom AG and new number one German company in the U.S. according to the latest Top 50 Ranking of German Firms in the U.S., is based in Bellevue, Washington. In addition, the State of Washington is considered to be a global center for game development and digital publishing.

German-owned affiliates account for about 11.9 percent of jobs created by foreign-owned affiliates. But that's not the only reason why Germany is an important trading partner for the State of Washington. About \$5.2 million in imports from Germany came through Washington ports in 2009. In addition, Germany has been the fastest growing market with exports increasing 27% since 2005. \$1.4 billion in products were exported to Germany in 2009, of which about 2/3 or



\$9.57 million were from the aerospace industry, the largest export sector, according to the Washington State Department of Commerce.

Washington's aerospace cluster is one of the most robust and dynamic in the world, representing the production value chain from machine shops to Tier One Suppliers as well as Boeing, one of the two largest commercial aerospace manufacturers in the world. Home to more than 7,000 aerospace engineers, Washington is global leader in aerospace R&D with cutting-edge research in composites, avionics and alternative fuels.

Clean technologies, including alternative fuels as well as solar, wind, biomass, wave and tidal, and geothermal, are another important industry sector in the "Evergreen State". In Washington, with its mixed geography including coast lines, mountain ranges, deep forests, rivers and deserts, renewable energy projects are spread across the entire state to leverage the unique resources it has to offer. For

>>





example, Washington has the largest coordinated hydro-electrical system in the world, which provides 73 percent of the electrical power of the state. As a result, the electricity supply is cost-effective and reliable – an economic advantage compared to the energy prices of neighboring states. In addition, the central Puget Sound region was selected as a test market for the EV Project, a federally-funded partnership to spur electric vehicle ownership and infrastructure. The number of electric cars in the state will double and more than 2,000 charging stations will be installed in homes, public spaces and commercial areas in the region, a further example of the innovative nature of the state and its efforts to be as “green” as its nickname “Evergreen State” suggests.

The unique geographic qualities have a significant impact on the desirable quality of life that Washington is known for, making it attractive for residents and visitors alike. The state is famous for its clean air, urban

life, music and culture, proximity to mountains and water, and healthy lifestyle. Its geographic diversity creates a wide range of outdoor activities that can be enjoyed year round, making it a top destination for nature enthusiasts. Hiking, skiing, mountain biking and kayaking are just some of the popular activities the state offers adventure travelers. With Mount Rainier serving as a beautiful backdrop to Seattle’s skyline, the city with its famous Space Needle is not only the industrial, but also the cultural center of the state. Seattle, with its artistic and intellectual flair, offers big sports events, shopping, relaxed strolls through Pike Place Market and lots of exotic art and cuisine. Thus, travel and tourism are a vital industry in Washington, creating and supporting jobs for residents and contributing tax revenue to local and state economies.

The high quality of life one can expect in Washington attracts a creative, talented and skilled

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workforce. Furthermore, companies have access to well-educated employees thanks to the state's excellent educational system as well as research programs with the universities producing ideas and innovative technologies. Washington's school and training program is comprised of two research universities, a large number of public and private four-year institutions, state-sponsored workforce programs and 34 community and technical colleges. The University of Washington, for example, is the largest public university recipient of federal research dollars in the life sciences sector, helping to position Washington as a global leader in the advancement of medicine and science.

If you are looking for an innovative, environmentally conscious business location in a vibrant economy, well connected to the world, Washington State may just be the spot for you. Contact us to find out more! **EAT**

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PERSONAL BACKGROUND

I went to high school in Germany, and then went to the European Real Estate Academy in Saarbruecken, Germany and received a degree in Real Estate Development & Construction Management. My dad was a real estate developer, building single- and multi-family homes. Each summer vacation I worked for him for two weeks. When I moved to the United States, I worked in advertising for two years and then I decided I'd go back to the roots and go back to building homes.



Marc Kleinmann lives by high standards in sustainable home design.

Cultural Surprises?

MK: The biggest cultural surprise would be the different way people handle business here. Back home everything is very proper and up front and people give you the real lowdown on the situation. Here, in the beginning everything is 'no problem' until you get into negotiations. Once you start getting a little deeper into it, it turns out these situations should have been discussed earlier. I'm still a little surprised at how many deals are made on the golf course.





Biggest Challenge?

MK: In my business, I would say regulations we have here. I am by no means a fan of regulations in general, but I always find it amazing that in an industry where most people have their single biggest investment, their home, there is so little regulation. Most people, unless you're a mechanical contractor, can decide they want to work in this industry tomorrow without ever receiving any formal business education.

It's no secret that the home building industry is not the industry most blessed with a positive image. Anybody will be able to come up with some sort of horror story about a builder or contractor that got them at one time. I think that's a result of gross under regulation in this field.

Greatest Inspiration?

MK: The biggest single inspiration has been my father; he was always a very positive thinker and an eternal optimist. No problem was ever too big for him. He saw problems more as a challenge.

As far as professionally, a home builder in the 1950s named Joseph Eichler. He built very successful modern developments for middle-class families in California. He built one of the most successful residential empires at the time. They were really cool houses, advanced modern designs and affordable. He always tweaked his designs to make them more affordable and more efficient. Our industry is such an industry of opulence and waste. Joe Eichler was the complete opposite.

BUSINESS BACKGROUND

I have a degree in Real Estate Development & Construction Management from the European Real Estate Academy in Saarbruecken, Germany. I was a project manager in my dad's company until I moved here. I'm a member of the National Association of Home Builders, the US Green Building Council and am a NAHB Certified Green Professional. I've been a board member of Green Built Texas for the last year. It tries to guide builders towards more energy efficient and green homes. I am also the founder of the Dallas Green Building Alliance, a green building advocacy group focusing on educating consumers about the benefits of energy efficient, green building. >>

FAST FACTS EGC CUSTOM HOMES

Names of President:	Marc Kleinmann
Hometown:	Plüderhausen, Germany (near Stuttgart)
Age of President:	38
Location:	Dallas, Texas
Year Founded in the U.S.:	2007
Business Activity:	Residential building and remodeling
Number of employees:	8



<http://DallasGreenBuilding.com>



Reason for Starting Business?

MK: I'm sort of a closet architect. I always wanted to study architecture. I love building homes because I love architecture and design. And I specifically love it here because there is so much room for improvement. In Europe, they're about 15 years ahead of the curve as far as applied building science goes. Typically here, everything is just about being big and keeping up with the Joneses and we don't have to be creative with space and design and materials. There's definitely a new generation of clients out there that appreciates efficiency in their homes.

Biggest Obstacle?

MK: There's not a single one, but in construction, there are always obstacles. With every project, there are new challenges and new obstacles. In custom

home building, every design is new. Every project is new. Every location is new.

Future Goals?

MK: Of course we would like to be known as the company that can build the most resource efficient and energy efficient homes in Dallas. That's always our number one goal.

In addition, I'm planning on creating a small development somewhere in the Dallas Metroplex that mimics what Joseph Eichler did in the 1950s – but also with a strong focus on energy efficiency. It's challenging here in Dallas because modern architecture doesn't seem to find the appreciation here as let's say, in California. So from the design aspect you have to tone the modern down a bit. But my goal would be to start a small scale development in the next few years. **GAT**



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Inventor: Martin Behaim
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by Ina Bohse, GACC New York



Sutton Court Hotel Residences was recently created to offer guests well-appointed, stylish apartment suites with the comforts of a residential apartment home. Combined with the services and amenities of an upscale hotel, Sutton Court provides its guests with incomparable service and care. Amenities include a 24-hour doorman/concierge, elegant, beautifully appointed lobby; landscaped courtyard; state-of-the-art fitness

room; maid and laundry services; local and long-distance calling at no charge (US, Canada, and Puerto Rico only), in-room Broadband internet; and 66 HD channels.

Each furnished apartment has been thoughtfully decorated to enhance the guest experience. Fully-outfitted kitchens feature stainless steel appliances, stone countertops, and a fine array of culinary utensils, dinner-





Anton Reiss and his girlfriend Christina Rothen from Graz, Austria stayed at the Sutton Court Hotel Residences in Midtown Manhattan.

ware, and cookware. The suite is designed with a dining area for two and living room with ample seating - perfect for entertaining guests. Guests will enjoy panoramic views of the East River and Manhattan's skyline. Each suite also has a 40" HDTV, wireless telephone, an iHome docking station, and a convenient work station. Executive Suites and One Bedroom Suites are available.

Bordered by the East River and within walking distance to Midtown's notable restaurants, boutiques, landmarks, hospitals, and the United Nations. Sutton Court is convenient to major public transportation including the N, R, W, 4, 5, and 6 subway lines, as well as the 57th Street Crosstown and First Avenue busses.

The Studio and One Bedroom Suites are also available on a monthly rental basis. Sutton Court is the perfect home away from home for extended stays in New York City.

GAT: How did you find Sutton Court?

REISS: We browsed the Internet for hotels in NYC two months before our vacation and found the Sutton Court Hotel Residences. It was important for us not to be right in the hustle and bustle of the city and not to stay right in Times Square with its many hotels. We wanted to experience a little bit of the city's spirit, to be a part of the normal New York daily life.

GAT: Are you here for business or for fun?

REISS: We are here on a two-week vacation. It's Christina's second time in New York - while I am experiencing the city for the first time, and I love it!

GAT: What's so exceptional about Sutton Court?

REISS: The rooms are very spacious, which was important for us while searching for the perfect hotel. Our room here in the Sutton Court Hotel Residences comprises about 60 square feet, which is simply wonderful. The floor plan is great; living room and bedroom can be separated by a sliding door. We absolute love the location, the fabulous view. The rooms are well-kept and newly renovated; the colors were carefully chosen and match perfectly. We were pleasantly surprised to find the rooms looking exactly like the pictures on the internet. Unfortunately that is rarely the case.

GAT: Thanks, Anton & Christina, enjoy your stay in New York! **GAT**



MORE INFO

For more information or to book a reservation at Sutton Court Hotel Residences, please contact Dieter Seelig at 212-935-3300, or visit:



www.SuttonCourt.com

EMO Trans

Success by Performance



Jo Frigger, Founder of EMO Trans Inc.

EMO TRANS is an international freight forwarder and logistics provider for ocean and air cargo, which was founded in Stuttgart by Eckart Moltmann in 1965, who has since retired. Over the years the company has grown to a global organization with offices in Australia, Canada, Chile, China, Germany, Japan, Korea, New Zealand, Peru and the USA.

Together with their overseas partners, they offer a network of 250 offices in over 120 countries. EMO Trans is an independent privately-held company, which has grown organically by providing outstanding service to its customers.

The founder of EMO Trans Inc. USA Joachim (Jo) Frigger and his wife Karin came to New York from Cologne in 1969, when Jo got a 2-year contract with another forwarder. Both fell in love with New York and decided to stay, and Jo had always wanted to have his own company. So in 1972, when Jo was offered the opportunity to start his own





Jennifer Frigger-Latham, Director - Overseas Network and her brother Sven Frigger, Manager Corporate Compliance / Web Services

company in New York, the decision was easy.

During the same decade Jo and Karin's two children Sven and Jennifer were born. While both children worked at EMO Trans in the summers during school vacations, they each pursued studies and careers outside of the freight industry. Sven learned the trade of industrial deep sea diving, and Jennifer got her master's degree in Philosophy from the New School in NYC. Ultimately, to Jo and Karin's pleasant surprise, both children decided to join the EMO Trans team permanently.

Over the years the 3-person operation in JFK has steadily grown to 30 offices with over 300 employees throughout the USA. The success of EMO Trans lies in the company's ability to drive the tempo of their change through the steadiness of continuity. Jo recognized early on that the talent you surround yourself with has as much impact on success as the talent you have inside.

EMO Trans is a family business, and that family is a lot bigger than Jo, Karin and the kids! They value their employees, and this is reflected in the fact that many members of the team have been with the company for a long time, many of them for over 30 years. Such longevity emulates the stability of the company and the longstanding relationship with customers.

The sustainability of the US infrastructure is as much the outcome of upper management's philosophy as it is a result of local accountability. The entrepreneurial spirit permeates to the smallest branch of EMO Trans as surely as it stands securely in the corporate HQ in Freeport, Long Island. The strength of the individual offices constitutes the strength of the corporate whole.


What emerges, when you give each Branch Manager a high degree of independence and

>>

CONTACT INFO

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If you have an inquiry about a specific shipment or have questions about international logistics procedures we are eager to help! Please contact us by calling our HQ office at **+1 516 867 6800** (ask for Jennifer Frigger-Latham), or stop by our website where you can find contact information for all 30 US branches, and all EMO Trans offices worldwide:

 www.emotrans.com

FACT #1:

The company name EMO Trans comes from an acronym of the founders name Eckart **MO**ltman; "Emo" was his nickname growing up!

FACT #2:

EMO Trans Inc. is one of a few remaining privately-held multi-national freight forwarders in the US with 100s of employees.



accountability rewarded by participation in the bottom line, is that each of them thinks like a business owner! The regional structure gives Branch Managers direct access to high-level senior executives with decades of industry experience; these Regional Managers and Vice Presidents are there to offer full support for operational and sales activities for customers big and small. There is a constant dialogue between energy and experience. As a result, all customers receive highly customized solutions to their shipping needs.

The reason EMO Trans is able to supply such varying solutions is their internationally diverse and professionally trained team, with a firm grasp on the global freight forwarding industry. A deep understanding of what it takes to do business internationally is a prerequisite for thinking outside the box. Knowledge of the limitations and requirements enables them to offer the largest variety of solutions.

In today's transportation environment compliance is a fundamental issue driven by government rules and regulations, and guided by security requirements. From C-TPAT and ISF on the inbound side, to TSA screening and AES on the outbound side, EMO Trans has invested substantial amounts in equipment and training not only to safeguard the security of the cargo, but also to enable their employees to navigate the system without delays.

Jo's perspective is constantly changing with the market, but his idea of the forwarder's role remains clear: "We have advised many customers on how to structure their logistics and have thus helped to streamline and improve the efficiency of their supply chain, and we have helped many mid-sized companies find their way into the international market. EMO Trans is a stable partner with knowledge and competitive market rates. We move freight, but we serve people!" **GAT**

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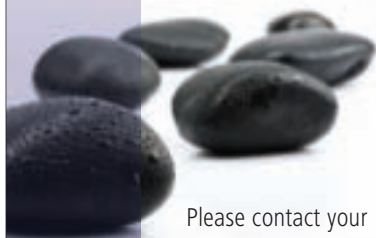


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info@gaccny.com • www.gaccny.com
Editor & Advertising Coordinator:
Nicola Michels • nmichels@gaccny.com
T 212-956-1770 F 212-974-8867

Philadelphia

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

San Francisco

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

Washington, DC

ASSOCIATED PARTNER ORGANIZATION

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

Design and Production

Thinkersdesign

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

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

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

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

One subscription is included in annual membership dues.

Single copy: US\$ 5 (Euro 8)

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

Office of publication: New York

Publication date of this issue: Sept/Oct 2010

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GAT Editorial Team

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

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

Ina Bohse GACC NY
ibohse@gaccny.com

Stefanie Jehlitschka GACC South
sjehlitschka@gaccsouth.com

Eva Krause GACC Midwest
krause@gaccomm.org

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

Jayne Riemer-Chishty GACC Midwest
riemer-chishty@gaccomm.org

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

Thomas Zielke RGIT Washington
thzielke@rgit-usa.com

EVENT CALENDAR

September 2 - October 28, 2010



					
		Sept 2 Food Forum USA Held by GACC South Hannover, Germany www.gaccsouth.com	Sept 2 Hartsfield-Jackson Atlanta International Airport Tour Held by GACC South Atlanta, GA www.gaccsouth.com	Sept 7 After Hours Business Networking @ HBSS Held by GACC South Atlanta, GA www.gaccsouth.com	Sept 9 Breakfast w/ ... Held by GACC South Atlanta, GA www.gaccsouth.com
Sept 14 IMTS 2010 German Night Reception Held by GACCoM Chicago, IL www.gaccomm.org	Sept 14 Conference on Industrial Energy: Efficiency as the Competitive Advantage for Manufacturers Held by GACC South Texas Office Houston, TX www.gacctexas.com	Sept 14 6th Germany California Solar Day Held by GACC SF San Francisco, CA www.gaccsanfrancisco.com	Sept 15 YEC Monthly Stammtisch Held by GACCoM Chicago, IL www.gaccomm.org	Sept 19-27 Transatlantic Program Young Technology Leaders (TAP-YTL) Trip to Germany Held by GACCoM Several locations in Germany www.transatlantiprogram.org	Sept 21 The Georgia Water Challenge: Water sustainability showcase presented by local German & Japanese manufacturers Held by GACC South Atlanta, GA www.gaccsouth.com
Sept 21 GACConnect — Business Networking "Stammtisch" Held by GACC SF San Francisco, CA www.gaccsanfrancisco.com	Sept 22 Luncheon with Joachim Hunold, CEO of Air Berlin Held by GACCNy New York, NY www.gaccny.com	Sept 23 Business Immigration Update 2010 Held by GACCNy New York, NY www.gaccny.com	Sept 27-29 Annual Renewables and Energy Efficiency Roadshow Held by GACCoM Illinois, Michigan & Ohio www.gaccomm.org	Sept 30 MI Chapter Unity Day Reception 2010 Held by GACCoM Chapter Rochester, MI www.gaccmi.org	Oct 1-3 German Day Held by GACCoM CO Chapter Aurora, CO www.gaccco.org
Oct 4-8 AHK USA Roadshow Held by GACC Several locations in Germany www.ahk-usa.com	Oct 7 FOCUS: Electric Vehicles Held by GACCNy New York, NY www.gaccny.com	Oct 7 Cultural Seminar: "Burgers & Spaetzle: Bridging the Culture Gap Between Germans & Americans" Held by GACC South Atlanta, GA www.gaccsouth.com	Oct 14 German American Energy Forum 2010 Held by GACC Washington, DC www.gae-forum.com	Oct 14 Business Seminar: "Essentials of Risk Management" Held by GACC South Atlanta, GA www.gaccsouth.com	Oct 19-22 1st Texas Offshore Wind Energy Roundtable (TOWER) Conference & Offshore Wind Law (OWL) Conference Held by GACC South Texas Office Houston, TX www.gacctexas.com
Oct 19-22 Energy Efficiency Transatlantic Program, Business Delegation to Germany Held by GACCoM Several locations in Germany www.gaccomm.org	Oct 20 YEC Monthly Stammtisch Held by GACCoM Chicago, IL www.gaccomm.org	Oct 21 Business Seminar: "Foreign Exchange: Protect Your Profits and Mitigate Risks" Held by GACC South Atlanta, GA www.gaccsouth.com	Oct 27 European Chambers Fall Networking Event 2010 Held by GACCNy New York, NY www.gaccny.com	Oct 28 After Hours Networking Event Held by GACC South Texas Office Houston, TX www.gacctexas.com	Oct 28 Roast Goose Dinner (Martinsgansessen) Held by GACCNy New York, NY www.gaccny.com

Sweet Inspirations from Europe

GAT: Your parent company, Conditorei Coppenrath & Wiese, is one of Europe's largest and most successful frozen food companies. How has your experience been establishing Coppenrath USA in the states?

OLTMANN: Entering new markets is always a challenge and the US has proven no different. There is only a certain amount of planning and strategy building that can be done prior to launch, the rest must come from cautious trial and learning as you go. In the end, the household consumer picks us and not the other way around. Certain variables and market behaviors can't be predicted precisely. With this in mind, we utilized the services of an importer on the ground with a distribution system already in place. Based on market tests, and the positive feedback we received from consumers and retailers, we decided to fully enter the market by establishing a company-owned sales office in the US. Over the past few years we have learned a great deal about the market, how to work with US retail, the importance of communicating our message to the consumer and most importantly the different taste expectations for desserts.

GAT: Which trends and challenges do you foresee in the near future in your industry?

OLTMANN: Trends in the retail food sector are constantly



Lars Oltmanns is President & CEO of Coppenrath USA, LP. After being with the German parent company Conditorei Coppenrath & Wiese since 1999, he established Coppenrath USA's presence in 2007. Lars was elected to the Board of Directors of the GACC South this past April. GAT asked him to share his perspective of a successful market entry as well as trends and challenges in the retail food category.

evolving. The key to success is determining the difference between trends and fads. There is a great deal of expense involved in bringing a new product to market, thus we cannot afford to be wrong. At present, the biggest trend we are seeing in our category is the proliferation of individually portioned desserts. As such, we are launching a new line of individually portioned mousse cups in fall 2010. Data over the last three years clearly shows this is an evolving trend and not a passing fad. The biggest challenge in our industry is overcoming the stereotype that frozen desserts in the US are either seasonal, or not as high quality as can be found in the bakery section.

GAT: You are a recent addition to the Board of the German American Chamber of Commerce of the Southern US, Inc.

How do you see the role of our chamber and how has your company benefitted from your board membership?

OLTMANN: We became involved with the chamber early on in our market entry into the US. The opportunity for networking and learning from others was invaluable. Now, we are fortunate to be in the position to offer advice and experience to other companies new to the market. The chamber has done a great job of creating a wonderful community of members and I am honored to serve on the board. **GAT**



www.coppenrath-bakery.com

Coppenrath USA is a 100% subsidiary of the well-known food manufacturer Conditorei Coppenrath & Wiese GmbH & Co. KG. The parent was founded in 1975 and is based in Osnabrück, Germany. Coppenrath & Wiese is Europe's largest manufacturer of frozen bakery products that offers its wide variety of pastries and desserts throughout Europe and since 2007 to the US retail as well.

Lars Oltmanns, President & CEO Coppenrath USA, LP
(770) 771-5010 • lars@coppenrath-bakery.com

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Ms. Dagmar A. Cassan, MBA
State of Bavaria - United States Office
560 Lexington Avenue, 17 th Floor
New York, NY 10022, USA
Tel.: +1 212 317 - 0588
info@bavaria.org
www.bavaria.org

Ms. Lucie E. Merkle, Ph. D.
State of Bavaria - United States Office
West Coast Division
388 Market Street, Suite 1050
San Francisco, CA 94111, USA
Tel.: +1 415 362 1001
lemerkle@bavaria.org

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