

# GACC South Annual Report 2018

So much good can happen in a year, and 2018 is no exception.

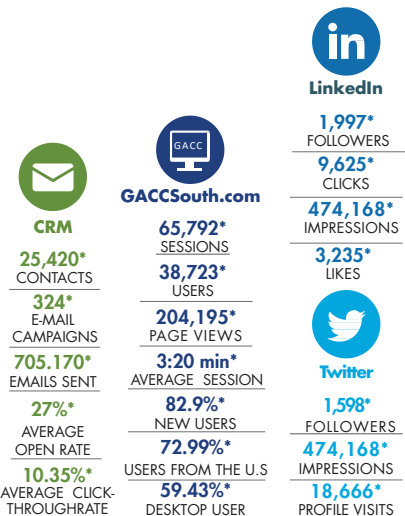
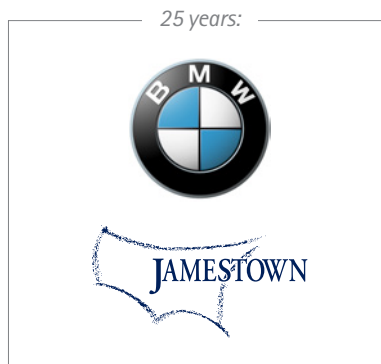
This year marked both the 40th anniversary of our organization - which started in Atlanta - and the 10th anniversary of our Houston branch. We also grew our Skills Initiative Programs by leaps and bounds. But it's not all about us - we couldn't have done it without stakeholders like you and our 700 members. Take a look at all we've accomplished together in 2018.



## Membership

We consider our members more than just that – they're partners. And we value their relationship like no other. We think it's this kind of mindset that keeps our membership levels holding steady, with zero losses in 2018. Our members are here to stay.

Besides celebrating our own anniversary this year, we also hit some impressive milestones with our members: 25 years, 20 years, and 15 years!



## Communications

With relationships at the heart of our business, we took 2018 to strengthen our social reach. We introduced Facebook and fun, relevant content for our members to enjoy. We're also working on rolling out Salesforce, for an even more engaging membership experience.

*\*Includes actual numbers for January–October 2018 and projected numbers for November–December 2018.*

## Highlights 2018



*New Year's Reception  
January | Atlanta, GA*



*Southern SME Forum  
April | Birmingham, AL*



*Gateway Award  
May | Charlotte, NC*



*New Member Reception  
June | Houston, TX*



*White Asparagus Dinner  
June | Dallas, TX*



*German American Business Forum  
June | Stuttgart, Germany*



*40th Anniversary Gala | October | Atlanta, GA*



*40th Anniversary Gala | October | Atlanta, GA*



*40th Anniversary Gala | October | Atlanta, GA*



## Events

**94** EVENTS

**7,000\***  
ATTENDEES

### Events

Events are crucial to our clients' success. They help them make connections and grow their businesses. This year alone, we organized close to 100 events for members and non-members in both the U.S. and Germany. These included conferences, networking events, facility tours, and two galas. And we're working hard to expand into even more formats next year.

### Consulting Services

#### Business Representation

Our consulting services are essential to helping our clients thrive in the South. With our Business Representation services, we support clients based in Germany by providing them with an easy solution to open a subsidiary in the US without the need for investment in costly infrastructure. This year, we were happy to support 53 clients with their US business representation.



## Highlights 2018



*Hannover Fair  
April | Hanover, Germany*



*The Future of Smart & Green Ports  
May | Hamburg, Germany*



*15th Year Anniversary Celebrations*

In April, the GACC South Consulting Services department was represented at Hannover Fair in the investment lounge "Global Business and Markets". Companies had the opportunity to schedule individual meetings with our representatives. Additionally, the GACC South participated in other events and presented, among others, a tour around the Global Oil and Gas market.

The "Transatlantic Dialogue - Sustainable Mobility" brings together leading German and US innovators to promote knowledge exchange through content-driven encounters. The first of two delegation trips to Germany this year took a look at sustainability in logistics and examined the future of smart ports at the German seaport hubs in Bremen, Bremerhaven and Hamburg.

In 2018, two Business Representation clients celebrated their 15 year anniversaries with the GACC South. The GACC South is thrilled to be a part of their US story and looks forward to continuing a productive relationship with all of its clients.

*\*Includes actual numbers for January-October 2018 and projected numbers for November-December 2018.*





### Market Entry

To ensure a smooth US Market Entry, we support our clients with business plans, market analyses, delegations and much more. This year we handled nine Market Entry projects.

### Site Selection

The complex nature of site selection requires a capable consultant familiar with the US environment. We were able to conduct four Site Selections this year.



### Federal Programs

A special part of our consulting services are the programs and initiatives we carry out with the Federal Ministry for Economic Affairs and Energy in Germany. These federally funded projects facilitate know-how, plus technological and business programs between industry experts and stakeholders. This helps German companies enter the US market and find business opportunities. This year we realized a total of 12 programs, including six delegation trips to and from Germany.



AdA International "Train the Trainer" Graduation Ceremony  
October | Atlanta, GA

### Skills

Our Skills Initiative Programs have shown tremendous growth this year. The number of participating companies nearly doubled. We also added two states in our region and certified 38 trainers with the AdA International – Train the Trainer Certification.

The Skills Initiative brings the German Apprenticeship System to the U.S. This system, with its combination of classroom and business, theory and practice, learning and working, is recognized worldwide as a basic and highly effective model for apprenticeship training. ■

### 2019 Outlook

With 2018 almost over, we are getting ready for even bigger accomplishments in 2019. Lots of exciting events are waiting for you – Save the date for the following:

#### New Year Receptions

January 4 | Charlotte, NC  
January 10 | Dallas, TX  
January 17 | Houston, TX  
January 24 | Atlanta, GA

#### Gateway Award

May 4 | Charleston, SC

#### SME Forum

May 6 | Charleston, SC

#### German American Business Forum

June 4 | Potsdam, Germany