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Press Release

German American Chamber of Commerce Bestows Newcomer of the Year Award on Innovative German Startups

New York, November 10, 2017 – [Kaia Health, Inc.](#) received top honor at the 3rd Annual Newcomer of the Year Award ceremony presented by the German American Chamber of Commerce (GACC). The company, launched by its German founder and CEO Konstantin Mehl, is being recognized for developing an innovative, holistic digital software program that features mind-body therapy and instruction to alleviate chronic back pain.

The GACC confers this prestigious honor to companies that have identified a specific need in the US market and have risen to the challenge of successfully addressing this need, while exemplifying the highest standards of quality and service and fostering strong ties between the US and Germany.

Kaia stood out among many companies vying for the Newcomer of the Year title, presented the GACC's annual *Martinsgans* / Goose Dinner gala attended by more than 200 members of the German American business community at the Ritz Carlton Battery Park, New York City.

"We identified more than 100 companies, which have become a GACC member and utilized our network and programs over past year to support their excellent contributions to the transatlantic business community," said Dietmar Rieg, president & CEO of the GACC NY. "Kaia is one of only 11 finalists that stood out for its products, creative spirit, and innovative approach."

"We at Kaia are thrilled to receive this great honor from the GACC," said Konstantin Mehl. "It's extremely rewarding to know that Kaia Health is helping self-insured employers to solve chronic back pain and in the process help reduce the risk of opioid addictions."

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In addition to Kaia, the following finalists were recognized as *Notable Newcomers* at the gala dinner:

[CFturbo, Inc.](#) - develops conceptual design software for mechanical engineers and offers related engineering services such as design, simulation, prototyping and product development.

[Jetlite, GmbH](#) - offers a holistic, algorithm-based approach to increase the comfort of passenger (pre- in- and post-flight) by reducing jetlag on long-distance flights.

[Xbird, GmbH](#) - develops a ground-breaking ICT solution for the diabetes market in Europe, using the sensors in smartphones and wearables to collect data points on diabetes patients which are analyzed to provide insightful behavioral data.

All finalists were reviewed by a select jury from international business and academia. The winners were based on level of market need addressed, innovative business approach and execution of US market expansion.

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From Left:

Eva Bacon-jetlite, Sebastian Sujka –xbird, Ralph Peter-Müller-CFturbo and Konstantin Mehl-Kaia Health

Photo credit: Mark Hall

About the GACC:

The German American Chambers of Commerce (GACCs) with their main offices in Atlanta, Chicago and New York, as well as branches in Detroit, Houston, Philadelphia and San Francisco, collaborate under the network of the German Chamber Network (AHKs).

With approximately 2,500 members, an extensive international network and a broad spectrum of activities and services, the GACCs are the first choice when it comes to business between the US and Germany.

The GACCs also partner with the Representative of German Industry and Trade (RGIT), and organization that represents the interests of the German business community vis-à-vis both the US administration and other international organizations based in Washington, D.C.

AHKs are connected to the Chambers of Industry and Commerce (IHKs) in Germany. The umbrella organization of the IHKs is the German Association of Chambers of Industry and Commerce (DIHK), which advocates for 3.6 million businesses in Germany and supports the AHKs. The German Chamber Network (AHK) provides experience, connections and services in more than 130 locations in 90 countries.