

GERMAN AMERICAN TRADE

MAR/APR 2014

**Bilfinger Makes it Work –
The Engineering and Services Group
is Expanding its U.S. Business**

**ALDI Grows Coast to Coast –
Over 1,900 Stores by 2018**

**Welcome to the C-Suite:
Interview with Manfred Erlacher
President and CEO, BMW Manufacturing in Spartanburg, SC**

Mar/Apr 2014 • Vol. 25 • No. 2 • \$5.00



AHK

German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern



REPRESENTATIVE
of German Industry + Trade



Experience primetime all the time

DW (Amerika) is your source for international news and information you can count on, broadcast in German 20 hours every day. We offer the latest in business, technology, science, sports and culture with eye-opening documentaries and the best programming from ARD and ZDF.

Available on Verizon FiOS TV, Time Warner Cable, Cablevision iOTV and Comcast.
Subscribe to DW now!

Strengthening Deutsche Welle's International Competitiveness

In a world where a large number of international broadcasters are now promoting a variety of views, it is all the more important for us to persistently stand for our shared values. DW represents Germany in the increasingly tough competition within the international media landscape.

For a nation as deeply rooted in the European culture, and a liberal, democratic state as globalized as Germany, an international broadcaster is highly important. More than once, Germany has been called the motor of European business. World economic leaders rely on DW for information on European business and we continue to deliver with in-depth features and analyses.

Germany and the United States of America share experience, values and interests. Cooperation in science and research, or the negotiations regarding the Transatlantic Trade and Investment Partnership (TTIP) – which would be the largest free trade zone in the world – are good examples for this transatlantic partnership, through which we can address many of today's global challenges.

DW is Germany's international broadcaster, offering TV, radio and online content in 30 languages. Since English is the lingua franca of global decision makers, English-language content will be extended and will play a central role as the 'flagship' of all DW offerings. Through more dialogue and interactivity, we aim to increase the relevance of our content to global



Peter Limbourg
Director General, Deutsche Welle (DW)

decision makers and political opinion leaders. For that segment of the target group in particular, we plan to extend DW's reach on all its platforms, thereby raising the number of regular DW users from the current 101 million to 150 million. In the coming four years, DW aims to position itself as one of the top international broadcasters.

In the future, DW will strive to be a global information provider from Germany. We will continue to play a major role in shaping Germany and modern Europe.

Sincerely,

Peter Limbourg
Director General
Deutsche Welle (DW)

■ TRANSATLANTIC TICKER

German American Company News 4

■ ECONOMIST'S CORNER

Harm Bandholz - UniCredit:
Yellen's Main Challenge 7

■ COVER STORY

Bilfinger Makes it Work –
The Engineering and Services Group
is Expanding its U.S. Business 8

■ SPOTLIGHTS

ALDI Grows Coast to Coast –
Over 1,900 Stores by 2018 13
Schlafly Bottleworks: Quenching
Thirst with German Engineering 16
GACC Midwest & GACC South
Chapter Highlights 2013 18
National Partner Program 21

■ WELCOME TO THE C-SUITE

Interview with Manfred Erlacher
President and Chief Executive Officer,
BMW Manufacturing Co., LLC 22

■ GTAI INDUSTRY TALK

Expansion of U.S. Energy Infrastructure
With No End in Sight 24

■ WASHINGTON UPDATE

Obama's Home Stretch 26

■ STATE SPECIAL

South Carolina: Frontier of Globalization 28

■ ACROSS THE COUNTRY

Industry Preview Days at the
North American International Auto Show 32

■ MEMBER PROFILES

King & Mayr: Redefining Destination
Services within the Industry 34

■ WHAT'S ON YOUR DESK?

Simone Friese, GACC West, Project Manager
Communications, Membership & Events 36

■ EVENT CALENDAR

Events & Delegations: Mar/Apr 2014 37

On the cover: Europe's second largest natural gas storage facility in Haidach, Austria, whose capacities Bilfinger is currently increasing.

Munich Re Opens New Regional Office in Minnesota

Munich Re Group opened an approximately 5,000-square-foot regional office in Minnetonka at the end of January, with the aim of providing services that mitigate health care insurance risk for its clients. The Munich, Germany-based company provides reinsurance – or insurance purchased by one insurance company from another – and consists of three business segments: reinsurance and managed care divisions (both of which operate under the Princeton, New Jersey-based Munich Health North America moniker) and a stop loss division. The company said that its new Minnetonka office will allow it to tap local insurance talent to assist its customers.

>> www.tcbmag.com

German Grammer to Build \$30 Million Manufacturing Facility in Mississippi

Grammer Inc. is building a \$30 million manufacturing facility and relocating its U.S. headquarters to Shannon, MS, a project that is expected to add a total of 650 new jobs to the area. Grammer supplies automotive interiors and seating systems for commercial vehicles, including off-road vehicles like tractors, construction machinery and forklifts; trucks, buses and trains. The company is the U.S. subsidiary of Amberg, Germany-based Grammer AG. Grammer Inc. is currently based in Wisconsin, and has had a U.S. presence for 35 years. The company expects the facility to be operational by the end of the year, but the entire project is expected to take five years to complete.

>> www.bizjournals.com

Daimler CEO Says Building New U.S. Factory 'an Option'

Daimler Chief Executive Dieter Zetsche said the Germany-based auto maker may build another factory in North America as a way to ramp up global production capacity. "We are starting work on our next generation of compact cars, and as part of that discussion there is a discussion about additional plant capacity," Zetsche said. "An additional plant in North America is one scenario."

>> www.reuters.com

German-based MAE Acquires Eitel Presses Inc. and Forms U.S. Subsidiary

MAE of Erkrath, Germany, the world market leader in automatic straightening machines and wheel set presses, has acquired Eitel Presses Inc. of Orwigsburg, Pennsylvania and has formed a new U.S. subsidiary named MAE-Eitel Inc. Eitel Presses has been the North American market leader since 1973 with over 2,000 machines installed and sales of \$14 million in 2013 in the automotive, aerospace, energy, agricultural and construction industries.

>> www.mbtmag.com

U.S. Company KKR Buys Stake in German Soccer Club

Kohlberg Kravis Roberts & Company, a private equity giant with its hands in a range of businesses, from natural gas to maritime finance, has bought into a new sector: German soccer. KKR has agreed to buy a 9.7 percent stake in Hertha BSC, a soccer club in Berlin. The deal, worth 61.2 million euros (\$82.6 million), will allow a club that had experienced years of financial challenges to reduce its debt and buy back licensing and catering rights.

>> www.nytimes.com

German Consumer Morale Hits Highest in More than Six Years

German consumer morale unexpectedly rose to its highest level since August 2007 going into February, as shoppers became more upbeat about the outlook for Europe's largest economy and low interest rates encouraged them to spend rather than save. GfK market research group said that its forward-looking consumer sentiment indicator, based on a survey of around 2,000 people, rose by 0.5 points to 8.2 points going into February. "It was already evident at the start of the year that consumption would again be making a major contribution to overall economic growth in 2014," GfK analyst Rolf Buerkl said in a statement. Private consumption in Germany grew by 0.9 percent in 2013, more than twice as fast as gross domestic product growth of 0.4 percent.

>> www.reuters.com



Executive Search– and Consulting focused on serving German companies operating in North America. InterKon helps clients find key talent for management– and executive level positions.

– Executive Search –
– Interim Executive Placement –
– Talent Strategy Consulting –

InterKon Associates
INTERNATIONAL SEARCH CONSULTANTS

Interkon Associates LLC
P: 678-279-5550

www.interkon-associates.com
info@interkon-associates.com

Gores Group Acquires German Building Materials Firm

Global investment firm Gores Group has agreed to acquire Melle Dachbaustoffe GmbH and SIG Deutsche Dachbaustoffe GmbH from SIG plc, a leading distributor of building products in Europe. The Gores Group will invest through its Small Capitalization Partners investment fund. Both companies are market-leading specialist distributors of roofing products to the German market. The companies maintain an extensive multi-region branch network with a comprehensive product and service offering and excellent relationships with their customers and suppliers.

>> www.globest.com

German Business Morale Hits Highest Level since Mid-2011

German business morale hit its highest level in 2.5 years in January, and the Bundesbank said growth in Europe's largest economy would accelerate in the first quarter. The Munich-based Ifo think tank's closely-watched business climate index, based on a monthly survey of some 7,000 firms, rose for a third straight month to 110.6. Ifo economist Klaus Wohlrabe said the strong survey suggested that the German economy could grow by 0.5 percent in the first three months of the year, roughly double the rate expected for the fourth quarter.

>> www.reuters.com

RWE Expands LNG to U.S. Gas Trade as Banks Exit Commodities

RWE AG is building its trading operations from New York to Singapore in a bid to gain market share as banks exit physical commodities markets. The trading arm of Germany's second-biggest utility plans to buy and sell U.S. natural gas from its New York office and may increase staff from 10 people currently, according to Andree Stracke, its head of global gas and LNG origination. Last year, the Essen, Germany-based company opened offices in Jakarta and Mumbai and hired traders in Singapore for liquefied natural gas, coal and Australian power.

>> www.bloomberg.com



Karl-Heinz' first visit to the barber

Exclusive cartoon for German American Trade by Heiko Sakurai www.sakurai-cartoons.de

Telenav Acquires German Skobbler to Get Its Hands on Crowd-Sourced Mapping Expertise

Telenav has acquired German company Skobbler in an effort to improve its navigation offerings using the crowd-sourced and open-sourced OpenStreetMap (OSM) project. The acquisition closed on Jan. 29 and Telenav paid about \$19 million in cash and another \$4.6 million in common stock. With the purchase, Telenav can improve its own products and become a bigger contributor to the underlying map technology.

>> www.pcworld.com

New General Motors Chief Mary Barra Promises Investment for Lossmaking Opel

New General Motors chief Mary Barra is stressing the company's support for its struggling Adam Opel AG subsidiary in Europe, saying Opel workers will get the job of building a new vehicle at the company's main plant in Germany. Barra said it was "no accident" that Opel's headquarters in Rüsselsheim was the destination for her first foreign trip since becoming CEO in January.

>> www.bellinghamherald.com

Carl Zeiss Meditec Acquires U.S.-based Aaren Scientific for \$70 Million

Germany's medical technology company Carl Zeiss Meditec AG announced its acquisition of the U.S.-based manufacturer of intraocular lenses, or IOLs, Aaren Scientific Inc., for \$70 million in cash, on a cash free/debt free basis. According to the firm, Aaren will be incorporated into the strategic business unit Surgical Ophthalmology of Carl Zeiss, complementing existing IOL sites in Berlin, Germany and La Rochelle, France.

>> www.rttnews.com

U.S.-based Element Materials Technology Announces Acquisition of German GEVA

Element Materials Technology announces the acquisition of GEVA (Gesellschaft für Entwicklung und Versuch Adlershof mbH), one of Germany's leading aerospace testing companies which has been a subsidiary of KST Motorenversuch GmbH & Co. KG. With the purchase, GEVA's world-class facility becomes Element's first laboratory dedicated to aerospace testing in Europe, representing a significant milestone in the execution of the company's strategic growth plan.

>> www.azom.com

DIHK Survey – International Business on the Upswing

The results of the online survey of the DIHK, the Association of German Chambers of Industry and Commerce, titled "Going International 2013/2014" and conducted among 2,500 companies with business operations abroad, show that international business is on the upswing in 2014. The Transatlantic Trade and Investment Partnership (TTIP) is backed significantly within the German industry. More than 60% of companies with business activities abroad consider an agreement important or even very important. Especially companies that already have business relationships with North America hope for a push – here, 78% see the agreement as top priority. At the top of the list of required steps for an ease in transatlantic trade companies place adapting and/or acknowledging of norms, standards and certificates in a reciprocal way – 75%.

>> www.dihk.de

German-based Conergy's \$100 Million Investment Fund 'First Step in New Strategic Setup'

Germany-based solar company Conergy plans to move into asset ownership by establishing a tax equity fund with an initial target volume of \$100 million. The fund will enable Conergy to expand its U.S. and Canada project business by around 50MW. The fund, Conergy Fund I, will be used to finance the construction of large-scale power plants in the U.S. market, which the company claims "will make resources available at a time when consistent funding is difficult to obtain."

>> www.pv-tech.org

T-Mobile Buys Wireless Airwaves from U.S. Rival Verizon

Deutsche Telekom subsidiary T-Mobile has announced a deal to acquire spectrum licenses from U.S. mobile operator Verizon Wireless. The frequencies are not used by Verizon, but will improve T-Mobile services in the country.

>> www.dw.de

TÜV Rheinland Acquires OpenSky Corporation

TÜV Rheinland has acquired OpenSky Corporation, a provider of information technology (IT) consulting services. Merging OpenSky into TÜV Rheinland will allow both companies to draw on each other's strengths, combine services and expertise for the benefit of their customers and advance their positions in the IT market. OpenSky will continue to operate as a separate business unit, with the executive and management team staying in place under the leadership of current President and CEO, Roger Levasseur.

>> www.digitaljournal.com

Monetary Policy in 2014 – Yellen's Main Challenge

Since February 1, the Federal Reserve has a new Chair. Janet Yellen is the first woman to lead the most important central bank in the world. Financial markets took the transition from Ben Bernanke to her very relaxed, as both largely share the same policy vision. But while Mr. Bernanke had to steer the U.S. and with it the global economy through the Great Recession, Ms. Yellen's main task will be to gradually remove the policy stimulus. The timing and dose of the withdrawal will be critical. If the Fed acts too fast, it might choke the economic recovery. If it acts too slow, it might create asset price bubbles and higher inflation. So what type of monetary policy can we expect from Chair Yellen?

The start of the tapering, the moderation of asset purchases, last December already removed one of the biggest uncertainties in that respect. Over the past two Federal Open Market Committee (FOMC) meetings, the Fed has reduced the pace of its monthly asset purchases to USD 65bn from USD 85bn. Barring any unexpected deteriorations in the economic or

geopolitical outlook, I expect that the tapering will continue at a moderate pace, so that the asset-purchase program will end in the second half of the year.

With the wind-down of asset purchases under way, the Fed's main policy "instrument" in 2014 will be communication. Most importantly, Janet Yellen will try to further strengthen the forward guidance – the Fed's attempt to verbally influence rate hike expectations – to convince financial markets that the first tightening of monetary policy is still far off.

Changing the guidance, e.g. by lowering the unemployment rate threshold, might however undermine the credibility of the forward guidance, instead of strengthening it. Leaving the guidance unchanged is no feasible option either, as it does nothing to delay rate hike expectations. The actual unemployment rate has, after all, almost reached the 6.5% threshold as specified by the Fed. A related challenge is that nominated Vice Chair Stanley Fischer is a critic of forward guidance. Opposing views



Dr. Harm Bandholz, CFA
Chief U.S. Economist
UniCredit Research

>> harm.bandholz@unicredit.eu
>> www.unicreditgroup.eu



at the helm of the Fed about its main policy instrument certainly do not help to send a clear message.

One major risk is, therefore, that the Fed's communication through forward guidance will become increasingly ineffective. As a result, markets could begin to advance rate hike expectations and push general yield levels higher. Preventing yields from rising too fast might become Ms. Yellen's main challenge in 2014. ■

Volkswagen Says It Plans to Invest \$7 Billion in North America

Volkswagen AG said it plans to make a sport utility vehicle tailored for the North American market and will invest \$7 billion in the region as it seeks to increase sales. Europe's largest automaker reiterated its goal of selling 1 million Volkswagen and upscale Audi vehicles annually in the United States by 2018 as it launches more locally made cars. The com-

pany said the move was a sign of renewed commitment to the market after a sales decline by its core VW brand, which continues to achieve low U.S. quality scores.

>> www.reuters.com

Siemens to Supply \$2.6 Billion U.S. Offshore Wind Plant

Siemens AG, Europe's biggest engineering company, agreed to supply turbines to the \$2.6 billion

Cape Wind project, the first offshore wind farm planned in the U.S. Siemens will install 130 of its 3.6 Megawatt turbines at the facility that is now seeking financing for construction in Massachusetts waters, the Munich-based company said.

>> www.bloomberg.com

Visit us on the web at
>> www.transatlantic-news.com

Follow the Ticker on Twitter
>> [www.twitter.com/ta_news](https://twitter.com/ta_news)



Bilfinger Makes it Work –

The International Engineering and Services Group is Expanding its U.S. Business

Bilfinger combines the best of two worlds: the ingenuity of engineers with the passion and customer orientation of service providers. With 70,000 employees in close to 50 countries around the world, Bilfinger aspires to be the address of choice when it comes to solving complex tasks for clients in the industrial, energy, real-estate and infrastructure sectors.

High quality, technological competence and extensive experience are the foundations of Bilfinger's success. At the same time, the company's activities are intrinsically linked to the principle of sustainability: Bilfinger pursues a lifecycle approach, seeking to optimize the entire lifespan of its customers' properties.

Bilfinger in North America

As an international engineering and services group, Bilfinger has been active in North America for decades with a considerable number of well-known and highly reputable subsidiaries. In the last few years, the company has been steadily expanding its U.S. business, increasing it to over US\$1 billion in 2013. "The United States is a very interesting market," said Bilfinger CEO Roland Koch, former Premier of the German State of Hesse. "Bilfinger is currently generating a major part of its business in Germany and Europe. We now want to grow internationally again, and our focus is on the U.S. and Asia in particular."

Bilfinger's commitment to growth in the U.S. was clearly demonstrated when the company recently acquired U.S. companies Westcon and Johnson Screens. The acquisitions more than doubled the company's workforce in North America and considerably widened its spectrum of activities in the industrial services and water technologies sectors.

To boost this development, Bilfinger has restructured its international business operations and named Dr. Boudewijn van Lent President of Bilfinger in the U.S. "I will support the Group's strategy of organic and acquisitional growth here and will enhance its visibility as a major player in the U.S. market," said van Lent, who formerly served in executive positions in the U.S., Canada and Germany.

Services for the Process Industry

Bilfinger is one of the world's leading providers of integrated services for the process, energy and other industries. Bilfinger Tepsco in Houston, for example, is a full-service general contractor serving the energy and heavy process industries in the U.S. The company offers the full spectrum of civil, mechanical, electrical, and instrumentation technology services required for the construction, operation and maintenance of complex facilities and infrastructure.



Bilfinger designed and built the 13-kilometer (8-mile) Golden Ears Crossing in Vancouver, Canada.



One of Bilfinger Tepsco's longstanding clients is Enterprise Products Partners, a leading North American provider of midstream energy services. Bilfinger Tepsco is primary contractor for the company's plant in Mont Belvieu, Texas, and has been involved with Enterprise Products' fractioning activities for over a decade, transitioning from one capital project to another.

Another example of Bilfinger's extensive presence in North America is Bilfinger Westcon in North Dakota, a company that was recently acquired and is active in piping and steel construction as well as plant assembly, maintenance and repairs. It has provided assembly services and piping construction in Fort Dodge, Iowa for CJ BIO America.

The company produces lysine, an amino acid that is used in feed for poultry and swine. The factory is designed to produce more than 100,000 metric tons per year. For M3 Midstream LLC ("Momentum") which provides oil and gas producers with flexible, responsive midstream services, Bilfinger Westcon has assumed the role of general contractor for the construction of a gas fractioning plant in Scio, Ohio. The construction consists of a fractioning train, inlet area and all the storage and transportation facilities. The scope of work includes civil, structural, piping, mechanical, electrical, and instrumentation work. Bilfinger is involved in constructing these types of gas processing plants in various shale gas areas for example in Ohio, Texas and North Dakota.



A Bilfinger Tepsco employee conducts maintenance work at a gas plant in Mont Belvieu, TX.



Bilfinger Westcon at work, installing a piping system in Iowa in December 2012.

Bilfinger Industrial Services Inc. in Ballwin, Missouri, builds, maintains and modernizes production plants for clients like Procter & Gamble, Weyerhaeuser and BASF. The company is specialized in providing turnkey solutions which demand particularly close interdisciplinary coordination. Its teams are permanently on site and cooperate intensively with their clients. Sustainability is a key element of the company's understanding and strongly promoted at the sites.

Technology for the Energy Sector

Bilfinger also provides services for the energy-generating industry. It designs and builds power plant components and maintains and extends their service lives. The main focus is on

"I will support the Group's strategy of organic and acquisitional growth here and will enhance its visibility as a major player in the U.S. market."

Dr. Boudewijn van Lent

improving energy efficiency and reducing CO₂ emissions. One specialty is the purification of flue gas complemented by Powerise® technology which feeds the heat generated by the purification process back into the cycle, further reducing CO₂ emissions. In Finland, Powerise® is used in the biomass combustion process, a potentially important area in the future. SaskPower, a Canadian utility, will also be using this technology at its coal-fired power station in Saskatchewan. There, for the first time on an industrial scale, CO₂ will be filtered from flue gas, compressed and then stored under pressure underground (Carbon Capture and Storage or CCS).

Automated Control Systems

Bilfinger delivers control systems to some of the world's most demanding

industries including oil and gas, chemicals and pharmaceuticals, renewable energy, hydro power, aluminium and metals. The company offers power station and process control technology, automation systems for power distribution in electricity transmission grids and the design and equipping of control rooms with state-of-the-art visualization systems. Bilfinger Mauell Corporation, headquartered in Dillsburg, Pennsylvania, is one of the largest control room designers and integrators in the U.S.

Lifecycle Approach for Properties

Bilfinger also designs, constructs and manages office buildings and production facilities for international clients and manages public buildings

such as hospitals and schools. The focus is on sustainability, energy efficiency and cost-optimization on behalf of users and investors. This is achieved through a comprehensive lifecycle approach that takes all aspects of a building into consideration – from design to optimization of operating costs. Because Bilfinger is accredited for the major certification systems such as LEED (Leadership in Energy and Environmental Design) and BREEAM (British Research Establishment Environmental Assessment Method), the company is able to provide clients with support and advice during the certification process.

Bilfinger's international clients include IBM, GE, BASF, Orange, Telefonica, and Delphi. The company is in a position to manage the real estate portfolios of companies like these across national borders from a single source and also takes on the important task of energy management for them.

In the U.S., another Bilfinger Group company, Centennial Contractors, has a particularly strong commitment to promoting sustainability. Centennial has specialized in responsive long-term framework contracting services that support large facilities and infrastructure such as school districts, universities, municipalities and federal installations. When transforming a two-story, 8,500 square-foot barracks building at Fort Lee, Virginia, into a counseling center for alcohol and drug abuse, the company's green initiative included carpet tiles and steel studs made from recycled materials, low VOC paints and adhesives, and high efficiency



The control room at a power plant near Hamburg, Germany was designed by Bilfinger Mauell.

lighting. It is one of over 400 projects carried out at Fort Lee since 1997.

Wide Range of Water Technologies

In the water and wastewater technology sector, Bilfinger is among the world's largest suppliers of plant, components and services. In the U.S., Bilfinger Water Technologies is particularly visible through its brands Bilfinger Airvac and Johnson Screens.

Bilfinger Airvac manufactures vacuum sewer technology that can be installed in shallower trenches than traditional collection systems. It provides a solution in areas where flat terrain and a high groundwater table create design problems for traditional gravity feed sewage collection systems.

Johnson Screens produces mechanical components for the separation of solids from liquids and gases and provides associated services. The products are used for drinking water extraction, in the oil and gas industry and in other industrial sectors for wastewater treatment and resource reclamation. The company's most important markets are North America, Europe and the Asia-Pacific region.

In Mexico City, Bilfinger is involved in the new 60-kilometer-long sewage tunnel "Emisor Oriente", one of the world's most demanding public sector projects for water infrastructure. Bilfinger has equipped two of the pumping stations with automatic rake screens. Extending 30 meters downwards, they trap flotsam as it travels through the system and

protect the pumps. The company has been active in the rebuilding of the sewage network in Mexico City for many years and also delivers wastewater treatment plants in Greater Mexico City.

Well-Positioned for the Future

Bilfinger's unique combination of engineering and services skills allows the company to help its clients recognize and exploit the economic and ecological potential of their projects. The Group's decentralized organization is closely linked through internal networks of competences where know-how and technology are developed and shared. The Group is thus able to respond to the requirements of its clients throughout the world with the same level of expertise. "In Europe, Bilfinger has strong business relationships with globally operating companies. We now also want to serve them in the U.S.," said Dr. Boudewijn van Lent. ■



Contact info:

Dr. Boudewijn van Lent
Bilfinger North America, Inc.
President & Group Regional
Representative North America
11111 Sunset Hills Road, Suite 350
Reston, VA 20190
Phone: +1 703 885 4629
>> boudewijn.van.lent@bilfinger.com
>> www.bilfinger.com/en





A good flight's sleep.

With only 19 seats, the new airberlin Business Class* offers you even more privacy and more exclusive service.

*airberlin is equipping its long-haul fleet with new Business Class seating. If you would like to discover which routes already feature this outstanding comfort, please visit airberlin.com/followme

Nonstop to Berlin and Dusseldorf



airberlin
Your Airline.

ALDI Grows Coast to Coast – Over 1,900 Stores by 2018

By Maj-Britt Jungjohann, GACC

Price-savvy shoppers have come to love ALDI because of (and sometimes in spite of) quirks such as renting shopping carts for a quarter or taking groceries from shelved boxes. Above all, regulars swear by ALDI's excellent cost-price ratio. Consequently, ALDI was named the 2014 Retailer of the Year by Private Label => Store Brands on February 12. On top of this, the company has been named "low price grocery leader" for three consecutive years in a consumer survey conducted by research institute Market Force Information – beating out formidable competitors such as Walmart and Costco.

It therefore came as no surprise when ALDI, which currently has 1,270 stores in 32 states, announced

an ambitious expansion plan in December 2013: The grocery chain will open 650 additional locations across the country by 2018 and invest \$3 billion in land, facilities and equipment.

ALDI will expand its inventory, too. In January 2014, it launched the "SimplyNature" brand featuring health-conscious products made with only all-natural ingredients, from snacks like vegetable chips to pantry items and frozen pizza. A good portion of the products are even certified organic, including milk, agave nectar, toasted oats, as well as pasta and pasta sauce. SimplyNature complements ALDI's already established Fit & Active line, which is made with less fat, less sodium and fewer calories than most grocery store food. As Chuck

"When we open a new store, word of mouth about the amazing quality and freshness of the products available at ALDI spreads quickly from loyal shoppers to friends and neighbors."

Jason Hart,
President of ALDI Inc.



ALDI's SimplyNature line, made with only all-natural or organic ingredients, is now available in all U.S. stores

“At ALDI, we know that finding great-tasting, wholesome foods is important to our customers. With the new SimplyNature line, customers can get high-quality, nutritious options at an affordable price.”

Chuck Youngstrom, President of ALDI Inc.

Youngstrom, President of ALDI Inc., explains, “At ALDI, we know that finding great-tasting, wholesome foods is important to our customers. With the new SimplyNature line, customers can get high-quality, nutritious options at an affordable price.”

ALDI's commitment to a healthier lifestyle does not end at the super-market shelf: Since the beginning of 2014, shoppers can find tips and articles from the new ALDI Advisory Council of nationally-renowned, registered dietitians at the company's website, the “ALDI fresh” catalog as well as its Simply Smarter Living Blog and Facebook page.

With these steps, ALDI's inventory draws closer to its sister supermarket in the U.S., Trader Joe's, which has brought healthy, affordable foods to its customers since its begin-

nings in Pasadena, California in 1967.

ALDI's Success Strategy: Maximum Turnover on Minimum Space

Both grocery chains are not only privately owned by German parent companies, they are also run by the same family. ALDI – standing for Albrecht Diskount – was founded in 1913 by brothers Karl and Theo Albrecht in their hometown of Essen in North Rhine-Westphalia.

Their retail strategy has remained largely unchanged over the last century: Thanks to highly efficient processes and extreme price sensitivity, both grocers achieve a much

higher revenue than their competitors. According to Forbes, Trader Joe's sells an estimated \$1,750 of merchandise per foot – more than twice as much as Whole Foods and 75% higher than Walmart.

Their biggest money savers are private label products. Trader Joe's carries 80%, and ALDI even 90% of its inventory under store-own brands. This – in addition to buying in bulk – enables them to hand over much lower prices to their customers. As Trader Joe's put it on its website, “Every penny we save is a penny you save.” Both also stock significantly fewer items: Only 1,300 items are available at ALDI and only 4,000 at Trader Joe's, compared to Walmart's 50-70,000 products in stock. And ALDI stores are comparatively small – with a store size of 15,000 square feet, seven ALDIs would fit into an average Walmart.



*High-speed expansion:
ALDI plans to open new 130 stores per year
in average, up from an average of 80 store openings per year*

Going from Coast to Coast at Full Speed

These similarities aside, the expansion strategies of ALDI and of Trader Joe's in the U.S., the only market besides Germany in which both ALDI offspring are present, could not be more different:

Trader Joe's, which was taken over by ALDI Nord in 1979, currently has 399 locations in total and plans to add 16 locations in the near future. ALDI Inc. in contrast, which is independently managed and operated by ALDI Süd's Austrian subsidiary Hofer KG, will add 130 stores per year to reach 1,950 across the nation by 2018. While it started with locations in rural areas in the Midwest and suburbs on the East Coast, it recently expanded its presence to competitive markets like Houston, South Florida and New York City. California, the home of Trader Joe's and where half of its stores are still located, is next. In addition to new discount stores, ALDI will build its regional headquarters and a new distribution center in Moreno Valley, CA. The expansion is expected to create 10,000 new jobs overall at the grocer's stores, warehouses and offices.



Jason Hart, President of ALDI Inc., counts on its customers to help spread the news: "When we open a new store, word of mouth about the amazing quality and freshness of the products available at ALDI spreads quickly from loyal shoppers to friends and neighbors."

The sister supermarkets have not only gained attention from customers, but also from competition. In the near future, not just the ALDI duo, but possibly a trio of German grocers could be competing with American supermarket chains: According to retail magazine Supermarket News, German discount giant LIDL is considering an expansion to the U.S. by 2015 – starting at the East Coast. ■

Discover! GERMAN WORLD Magazine

The **only bilingual**
German-English publication
in the US

AVAILABLE AS
PRINT & eMAGAZINE
Subscribe online at
www.german-world.com



The perfect read for your
German-learning employees
& bilingual families!

Company subscription rate:
\$99/year
for 10 copies per issue

**SPECIAL SUBSCRIPTION RATE
FOR READERS OF "TRADE":
ONLY \$15/YEAR!**

323.876.5843
trade@german-world.com

For regular updates & event announcements visit
www.german-world.com

GERMAN WORLD Magazine
PO Box 3541, Los Angeles, CA 90078 / USA

Anything but Dirty – 21st Century Manufacturing Jobs

Schlafly Bottleworks:

Quenching Thirst with German Engineering

By Brian Jordan, GACC

Since its founding in 1991, The St. Louis Brewery has grown to be the largest locally owned independent brewing company in Missouri. Brewer of the Schlafly brand of craft beer, their product has grown greatly in popularity over the last two decades.

In 2002, they opened their own production facility, Schlafly Bottleworks. Their plan was that within a decade, they would reach an annual production of 25,000 barrels. “That would have been 10 percent growth, compounded annually,” recalled Head of Brewing Operations James “Otto” Ottolini, “In 2008, we

hit 24,000 barrels. We expanded beyond what we intended; as a company and at this facility.”

Although high sales and growth is indeed a good thing, such unexpected growth creates a situation in which short-term solutions to meet current production needs can cut into long-term profits. The production at the time required Ottolini himself to work overnight at times. Without a means of expanding or moving to a larger brewery, he decided to look into automation to increase production at Schlafly Bottleworks.

“We were in conversation with three different German companies and then thought about our local options. Ed Montgomery with Siemens is based out of St. Louis. We started the conversation there and it took off.” This led to the decision in 2009 to integrate a Siemens SIMATIC PCS7 system, with the BRAUMAT Compact craft brewing libraries, to automate many of the processes in the facility.

The BRAUMAT Compact system is a scaled-down version of SIMATIC PCS7, which is used in larger breweries. It is able to track and perform many of the functions that would otherwise have to be done by hand. It also provides the brewmaster with more information, which inevitably leads to more consistency across batches.

The question remains: Is the increase in efficiency enough to offset the cost of automating the brew house? This return on investment is particularly important for independent brewers, who do not always have the money up-front for a major project. Ed Montgomery of Siemens weighed in: “If you walk past our booth at a tradeshow and see our stuff, you might think you can’t afford it. In reality, it’s very affordable for the craft brewer; it should be, it’s been tailored to fit you.”

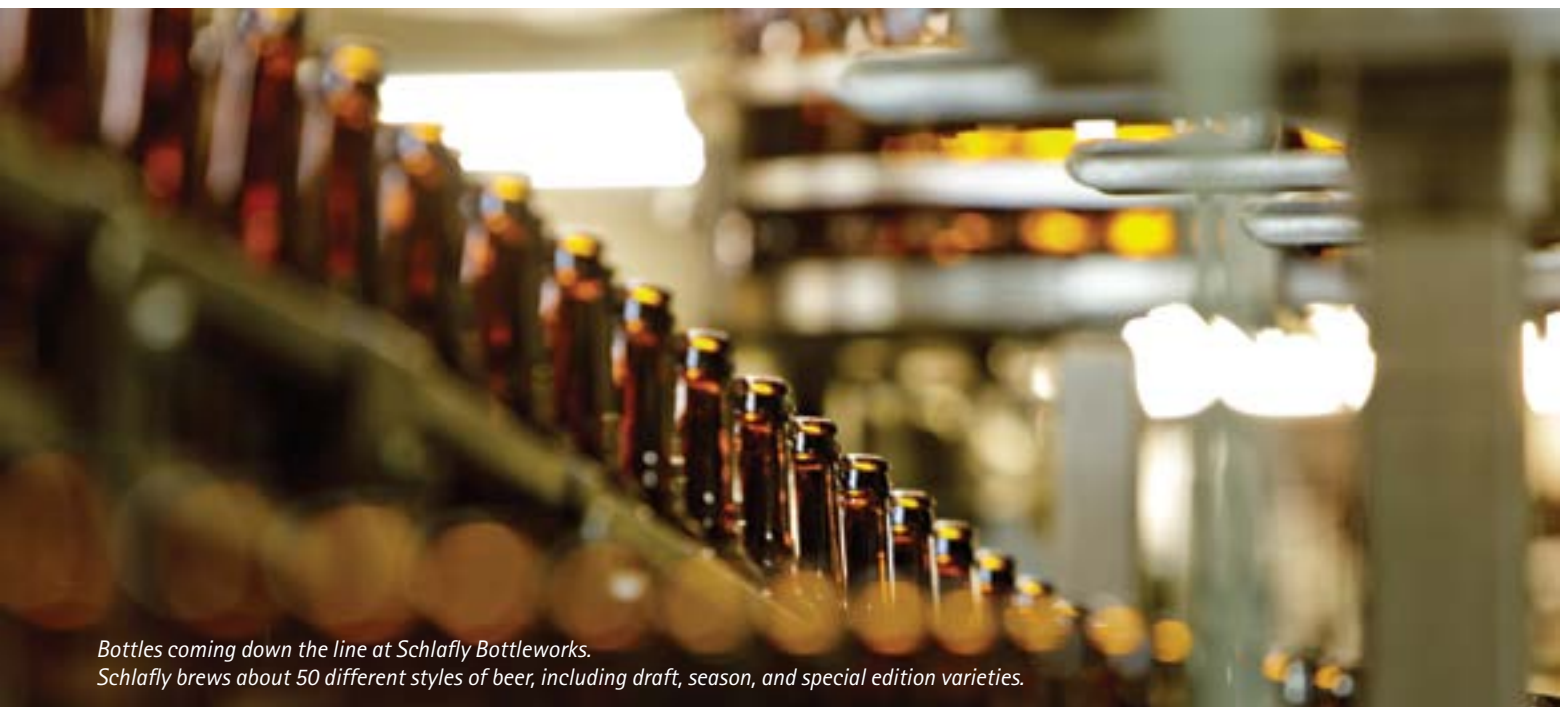
Indeed, 23 out of the 50 largest craft breweries in the United States have been using a Siemens automation system. Other breweries that have taken advantage of a BRAUMAT Compact system include Yazoo



James Ottolini enjoying a beer in the Crown Room at Schlafly Bottleworks.

“BRAUMAT controls a lot of the devices that we could control by hand if there were a lot of people in the brewhouse, and if every one of them was singularly focused.”

James Ottolini



Bottles coming down the line at Schlafly Bottleworks. Schlafly brews about 50 different styles of beer, including draft, season, and special edition varieties.

Brewery of Nashville, Tennessee, Lagunitas Brewing Co. of Petaluma, California, Crown Valley Brewery of St. Genevieve, Missouri, and Two Roads Brewing Co. of Stanford, Connecticut.

With the introduction of BRAUMAT, daily production at Schlafly Bottleworks increased 30 percent. The brewery produced 30,000 barrels in 2009, the first year BRAUMAT was implemented, despite having been closed for about a month to install the new machinery. More recently, Schlafly Bottleworks was able to hit the 50,000-barrel mark in 2013, which doubled their initial projections.

The automation at Schlafly Bottleworks has improved not only efficiency, but also the quality of the

jobs themselves. As Ottolini mentions, “BRAUMAT controls a lot of the devices that we could control by hand if there were a lot of people in the brewhouse, and if every one of them was singularly focused.”

By allowing the BRAUMAT to control mundane processes, the

brewers are able to focus more on the beer itself, rather than just the brewing process. Craft brewing is, after all, a tradition of creativity. ■

SIEMENS

Contact info:

Siemens Industry, Inc.
Industrial Automation
3333 Old Milton Parkway
Alpharetta, GA 30005 USA
Tel: 1-800-964-4114
>> www.siemens.com
>> info.us@siemens.com



Contact info:

The Saint Louis Brewery, LLC.
2100 Locust Street
St. Louis, MO 63103 USA
Tel: (314)-241-2337
>> www.schlafly.com
>> questions@schlafly.com

GACC Midwest & GACC South Chapter Highlights 2013

North Carolina Chapter – 9th Gateway Award Luncheon May 1, 2013, Charlotte, NC

This exclusive event hosted at the Ritz Carlton in Charlotte, NC, honored outstanding 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.

Wisconsin Chapter – German Fest 2013 July 26, 2013, Milwaukee, WI

GACC Midwest's Wisconsin Chapter hosted its annual VIP Reception at German Fest 2013 in Milwaukee on July 26, 2013. The event brought together members, their families, and friends to enjoy live music, brats, and German Gemütlichkeit. Also in 2013, Chapter President Dr. John Gatto and Treasurer Vicki Fox were joined on the Wisconsin Chapter Board of Directors by five newly elected Board Members.

>> www.gaccwi.com



Chapter President John Gatto and GACC Midwest President & CEO Simone Pohl with guests at the German Fest

Minnesota Chapter

GACC Midwest's Minnesota Chapter has been around for more than 20 years, providing excellent networking opportunities and services for its local German-American business community. In 2013, the Chapter hosted and co-sponsored more than 25 events – more than ever before! Meetings and conferences featuring guest speakers, member company tours, cultural and social get-togethers, annual happenings as well as joint networking events with other chambers and organizations in the Twin Cities were offered. The 2013

highlights included the launch of the Skills Initiative in February, a dinner with German Consul General Dr. Christian Brecht in April, the Chapter's exquisite Annual Gala in May, a well-attended speech from former U.S. Ambassador J.D. Bindenagel about the Transatlantic Trade and Investment Partnership as well as the Annual Meeting in September, and last but not least, a festive Holiday Party in December. Lübbert Kruizenga serves as the President of the MN Chapter, supported by 11 dedicated Board Members.

>> www.gaccom-mn.org



GACC Midwest Minnesota Chapter Annual Gala 2013

Colorado Chapter – Growth through Successful Events

GACC Midwest's Colorado Chapter hosted a series of events throughout 2013. Among many others, the chapter co-sponsored a meeting with the American Council on Germany – Warburg Chapter featuring Germany's Consul General Dr. Bernd Fischer. Dr. Fischer emphasized the German-American friendship, Germany as an economically powerful nation, and Germany's vocational system as an example for America to produce skilled workers in manufacturing. The chapter also began a well-attended Business Luncheon Series, and fundraising events experienced significant growth in 2013. The Biergarten Festival added a Sunday Frühschoppen and attendance grew by about 25% while the Denver Christkindl Market approached 90,000 visitors. Under the Chapter leadership, the increase in chapter events and cooperation with the Colorado international community resulted in strong growth: Active membership doubled over the past year. Fred Beisser is the current president of the Colorado Chapter.

>> www.gaccco.org



Former Chapter President Jesse Young and Board Member Laura Jacobson

Florida Chapter – Anniversary Celebration September 26, 2013, Tampa, FL

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



Joe Martinez, Vice President of International Development, Enterprise Florida congratulated the Florida Chapter to its first anniversary.

Michigan Chapter

Through a variety of events, workforce development activities, and services to its members, GACC Midwest's Michigan Chapter continues to play an integral role in the state's flourishing German-American business community. Dr. Walter Maisel is President & Chairman of the Michigan Chapter and is supported by a number of dedicated, high-profile board members. Highlight events of 2013 included the Winter Networking Dinner (February 5); 20th Annual SAE Reception (April 16); Spring Reception (June 11); Unity Day Reception (October 3); and Annual Fall Dinner (November 19). The Michigan Chapter was also instrumental in the Grand Opening of GACC Midwest's Michigan Office,

where Board Members Dr. Walter Maisel and Honorary German Consul Fred Hoffman participated.

>> www.gaccmi.org



Michigan Chapter Representatives at the opening of the GACC Midwest Michigan Office

Tennessee Chapter – Office Opening Ceremony November 22, 2013, Chattanooga, TN



U.S. Senator Bob Corker welcomed GACC South to Chattanooga



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. Senator 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.

Festivity and ribbon cutting with high ranking guests at the Chattanooga office opening

South Carolina Chapter – Europe and the U.S.: Looking Forward December 9, 2013 North Augusta, SC

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.

ADVERTISEMENT



EMO TRANS

Customized Global Logistics

EMO Trans has been providing international freight forwarding and global logistics services for air, land, and sea cargo since 1965.

With a network that consists of more than 250 offices in over 120 countries, we offer door-to-door control of every shipment. EMO Trans has the global presence and the local knowledge to customize logistics solutions which provides a level of service that is unparalleled in the industry.

SUCCESS BY PERFORMANCE

info@emotrans.com | www.emotrans.com

Successful Launch of the GACCs' National Partner Program

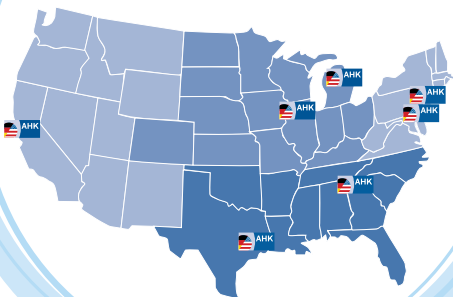
One Program, All Chambers: Premium Benefits Nationwide

The German American Chambers of Commerce are proud to announce their all-new National Partner Program, which has been launched this January due to high demand. The program is designed to provide our members with more benefits than ever before by offering three memberships in one at a discounted rate.

This simply means that by signing up for the GACC National Partnership Program, companies will instantly become a member of all three German American Chambers of Commerce in the U.S. (GACC Midwest, GACC New York, and GACC South) and receive all benefits of the highest membership levels. They will also enjoy additional privileges such as the listing of multiple contacts and offices in all national and regional membership directories, logo placements on GACC websites, special recognition in the GAT magazine, invitations to GACC events nationwide, and business referrals across the United States.

We thank our very first National Partners (as of February 10th) for their loyalty to the GACCs and look forward to welcoming many more to our nationwide network over the year! ■

NEW NATIONAL PARTNER PROGRAM



Contact info:

For more information and to apply, please contact

>> nationalpartner@ahk-usa.com

and have a look at our comprehensive flyer at

>> www.ahk-usa.com/en/membership/national-partner-program/

BAKER & MCKENZIE

Berentzen



BILFINGER

FESTO

Hoffmann Group
TOOL CRIB USA

RATIONAL

Rödl & Partner

WU BUSINESS SOLUTIONS

Interview with Manfred Erlacher

President and Chief Executive Officer,
BMW Manufacturing Co., LLC



*Manfred Erlacher, President and CEO,
BMW Manufacturing in Spartanburg, SC*

GAT: Prior to your transition to the Americas you served as the Managing Director of BMW Plant Leipzig, Germany. What are the differences between the two markets? What are similar challenges?

Manfred Erlacher (ME): BMW has a global production network. For the most part, each plant is structured in very similar ways and we share best practices. Each plant is completely committed to being the best in quality, safety, and efficiency. In the end, each plant director works diligently to ensure their plant is on top, however true success is not what we think about our success, it's what others see in us. I want everyone to know that Spartanburg is a benchmark plant. I believe that it's a plant where the BMW Group can learn new ideas. That's the kind of success I want.

GAT: What role does the North American market play for BMW? What are your objectives and most innovative product launches in 2014?

ME: North America continues to be a very important market for BMW. 2013 was the best year ever for the BMW Group in the United States. With more than 376,000 BMW and MINI vehicles sold in the U.S., BMW set a new all-time sales record.

About 30 percent of the BMW's produced in Spartanburg are sold in the U.S. This year, the plant in Spartanburg will add the all new BMW X4 to its model strategy. This furthers our plant's X-model competence, adds additional jobs and production volume. By the end of 2014, BMW Manufacturing will increase its annual production capacity to the highest ever, 350,000 units.

GAT: How does the Spartanburg Plant impact regional development and economic growth in South Carolina? In your opinion, can manufacturers shape a region in the long term?

ME: Since 1992, the BMW Group has invested \$6.4 billion in its South Carolina operation. In 2014, the company will also celebrate 20 years of producing cars in the United States. I believe this is an extraordinary testament to the proficiency and competitiveness of the region. With skilled labor, ideal infrastructure, state-of-the-art research and development, as well as exceptional training capabilities, I have been deeply impressed by the presence of manufacturing competency in South Carolina. It makes perfect sense that manufacturers like Michelin, General Electric, Continental and Boeing join BMW in having a significant presence in the state.

WELCOME

TO THE **C-SUITE**



**Introducing New C-Level Executives to the
German-American Business Community**



GAT: What role do energy efficiency and sustainability play for BMW in the U.S.? In which way is the new all-electric BMW i3 a game changer?

ME: The success of the BMW Group has always been built on long-term thinking and responsible action. At BMW, we regard sustainability as a lasting and positive contribution within three key areas: ecology (impact on the environment), economy (impact on our financial success) and society (impact on the social climate). We consider awareness of social responsibility to be an inseparable part of our corporate self-conception. That is why our commitment to clean production spans every plant in BMW's global production network, including Spartanburg. For over a decade, the plant in South Carolina has used methane from a local landfill to provide nearly 50 percent of the total energy used in the plant. It is a unique and exciting project that was started in 2003, saves over \$5 million in energy costs annually and reduces CO₂ emissions. We also operate the world's largest single-site hydrogen fuel cell fleet of material handling equipment. With over 280 pieces in the fleet, this program delivers about 400kg of hydrogen per day and avoids 4.1 million kW/hours per year.



BMW Associate, Eric Williams, adjusts headlights in the test area.



Manfred Erlacher inspects the instrument panel of a BMW prior to it leaving the plant.

Regarding the BMW i3, first of all, BMW's plant in Leipzig was awarded the i3 model in 2009, near the end of the global recession. It was definitely a relief for the plant to have this new product and presented an exciting new future of mobility. The development of this car was interesting for me. To have a chance in your career to create, to plan, and to realize a new product at a new production hall with a lot of new people is very unique. It was a wonderful experience to be able to bring innovation to life.

Because the i3 is such an innovative product, we had to be proactive and anticipate problems along the way. We worked quickly to find sustainable solutions. In Leipzig, like Spartanburg, quality, safety and efficiency are the most important goals. I believe the i3 will do very well in the U.S. market. The challenge for the Leipzig plant, and the carbon fiber plant in Moses Lake, Washington, will definitely be to keep pace with the demand. ■

Expansion of U.S. Energy Infrastructure With No End in Sight

The Forecast for the U.S. Natural Gas Market Shows Opportunities for Plant Manufacturers and the Construction Sector

By Martin Wiekert, GTAI

Translation from German by Sandy Jones, GACC

The lasting U.S. natural gas boom will change the North American infrastructure significantly in the coming years. This is the result of the Bentek Natural Gas Outlook, presented during the ENR Energy Construction Summit in November 2013 in Houston, TX. Besides comprehensive investments into new gas-fueled power plants and gas-processing capacities, a massive expansion of the transportation systems needed for the sector is anticipated.

The experts at Bentek Energy expect the U.S. natural gas production in the lower 48 states to increase by some 15 billion cubic feet per day (bcf/d) between 2013 and 2018 (as of 2013: approx. 66 bcf/d). The largest part of the increase in capacity is to be absorbed by an increased demand for natural gas in the power supply sector. There, more and more coal-fired power plants are being replaced by gas-fueled installations.

Furthermore, in the years to come, increasing gas deliveries to Mexico and the starting export business with liquefied natural gas (LNG) will create an increase in demand. Another important factor is the increase in usage by the U.S. industry, fostered by an increased settlement of energy-intensive production companies.

In the power sector, Bentek expects that in the next five years new gas-fueled power plants will be constructed with an overall capacity of 19.3 GW. The majority of plants are to be built in the country's northeast and southwest, where demand for replacements and/or expansions of power plants is especially high. Besides dropped gas prices, political efforts to reduce CO₂ emission are also increasing the attractiveness of gas-fueled power plants.

Additional investments in the billions of dollars will be required in the future in order to transport energy resources from Canada and the large production regions to consumers in the north of the U.S. as well as the midcontinent. Bentek sees a need especially for transports to the U.S. Gulf Coast as well as to large consumption areas in the west and the south of the nation.





GTAI INDUSTRY TALK

Detailed industry reports, written by the U.S. correspondents of German Trade and Invest (GTAI), the official German foreign trade and inward investment agency.

Net Change in Lower 48 U.S. Natural Gas Fundamentals (in bcf/d)

	Change from 2008 to 2013	Change from 2013 to 2018
Total Supply	5.7	13.0
Production	10.4	15.0
Imports from Canada	-4.1	-1.9
LNG	-0.7	-0.1
Total Demand	7.0	13.5
Power	4.1	5.7
Residential/Commercial	0.5	0.6
Industrial	1.3	2.3
Exports to Mexico	0.9	1.9
LNG Exports	0.0	2.7
Pipe Loss	0.2	0.2

Source: Bentek Energy

Indicators Regarding the U.S. Natural Gas Market

	U.S. production (bcf/d) ¹⁾	Henry Hub Gulf Coast natural gas spot price (US\$/MMBtu) ²⁾	Confirmed reserves of dry gas (tcf) ³⁾
2005	49.45	8.69	204.4

2010	58.40	4.39	304.6
2011	62.74	4.00	334.1
2012	65.75	2.75	n.a.
2013 ⁴⁾	66.82	3.69	n.a.

Source: U.S. Energy Information Administration

1) dry gas; 2) annual average price;
3) on December 31 of the corresponding year; 4) estimate

While expanding the transportation systems to the Gulf of Mexico, the large refinery and subsequent processing centers have to be served. In addition, Texas and Louisiana have large concentrations of petrochemical and other industrial plants with an energy demand that is especially high.

Last but not least, the starting large export projects on the Gulf Coast have to be accommodated. Many of the LNG export terminals that are planned for the future are in Louisiana and Texas. In addition, Texas is also the starting point for various larger pipeline projects that are going to the south – with the help of these projects, the import demand from Mexico, ever-increasing in the years to come, is to be satisfied.

However, there are also other reasons

why investments into the U.S. gas pipeline system will be necessary. Regulatory requirements are becoming stricter and high standards are being set when it comes to environmental protection and safety. That is why the plant portfolio requires constant maintenance and restoration. According to a statement of Black & Veatch, an engineering company, more than 60 percent of transmission lines currently in operation were built before 1970. The conditions of the distribution systems are also not the best in many places.

Bottlenecks in the pipeline system will likely lead to pushing the development of alternative natural gas transportation systems. Thanks to the energy boom, Bentek expects large investments into the railway sector as well as into transport by road and sea. ■



About the Author

Martin Wiekert

Director of Germany Trade and Invest GmbH (GTAI)
Washington D.C. Office

>> amerika@gtai.de
>> www.gtai.de

WASHINGTON
★ UPDATE ★

NEWS FROM INSIDE THE BELTWAY

Obama's Home Stretch

by Kevin Heidenreich, RGIT

President Barack Obama is in the final years of his 2-term presidency. Starting in 2009 with new hope for change and burdened by a Nobel Prize, expectations were high. It is common for journalists and commentators to say that Obama did not deliver what he promised. Yet he still has the chance to shape his legacy and how history will depict him. What can we expect from him in his last presidential years?

The news has not been good for Obama in recent months. The government shutdown, a stuttering start for his healthcare plan and the big surveillance elephant in the room are some of the setbacks the White House had to face. Obama was elected in 2012 for his second and final term and there is little time to change the general dissatisfaction of the American public with current political actions: The midterm elections in November are on the horizon – with the possibility of a republican majority in the senate, which would render Obama's work even more difficult – and shortly thereafter preparations for the 2016 campaign will have to be made.

Obama's Challenges

Despite this limited time frame, Obama still has a lot of things on his to-do-list: strengthening the middle class, the immigration reform, connecting energy and environment, an unemployment insurance as well as spending on infrastructure, education, and research. On top of all of that one must factor in the never ending fiscal concerns. The 2014 State of the Union address by the President to a joint session of the

United States Congress highlighted two key problems of his presidency: First, the struggle with the Republican Party and Congress as a whole, in which Democrats and Republicans put a lot of obstacles in his way; and second, a mixture of big announcements and high expectations on his presidency which Obama could not achieve to his satisfaction.

He seems to have learned from the latter: His current plans are filled with rather achievable goals, for example establishing a patent reform and new research and development centers. Nevertheless, big problems still remain. The gap between the top percent and the rest of the population are part of the reason why so many people are so unhappy with their president. In fact, more and more U.S. families rely on social assistance, although both parents work fulltime. The Democratic Party wants (and has) to get these voters back.

Concentration on Domestic Policy

Obama declared 2014 as the 'Year of Action.' While some Europeans may

want to interpret that through the lens of trade or international relations, that is not in fact the case. Polls indicate that the U.S. public is more interested in domestic than in international policy. As a result, his duty is to bring back economic growth and to create jobs enabling social progress. The President already raised the minimum wage for federal workers and asked Vice President Joe Biden to review U.S. training programs so that they match the employer's needs and reduce unemployment.

An essential part of this effort is a reform of workers training programs. The German vocational system provides a fitting example the U.S. has already shown interest in (and the German American Chambers of Commerce have already begun to set up programs that support the skills employers need!). Yet trainings and apprenticeships have existed under federal and state laws for decades and a lot of money has already been spent. Reforming this system seems to be absolutely essential as well as terribly late – at least from a German point of view.

RGIT REPRESENTATIVE of German Industry + Trade

About the Author



Kevin Heidenreich is the Deputy Representative in the office of the Representative of German Industry and Trade (RGIT) in Washington, DC.

>> kheidenreich@rgit-usa.com
>> www.rgit-usa.com

Obama's International Role

When it comes to international trade, a lot of things are happening right now on both sides of the Atlantic. For the President, the most important agenda item is the Trade Promotion Authority (TPA). Also known as "fast track" trade legislation, TPA would allow Obama to submit trade deals to Congress for a straight up-or-down vote without any amendments. Not only could this speed up the negotiation process,

but also strengthen his political power in- and outside the U.S. The Trans-Pacific Partnership (TPP) will serve as a litmus test for TPA and will be an indicator of what we can expect for other trade agreements.

Beyond the more bureaucratic aspects of trade, we must not overlook the fact that foreign companies play an important role in securing and creating jobs. Germany is one of the U.S.' largest trading partners, and the successful conclusion of the Trans-Atlantic Trade and Investment Partnership (TTIP) is important to companies on both sides. At present, companies are forced to certify their products and services on both sides of the Atlantic or even build two different production lines for the same product, e.g. due to safety regulations. These are, in many cases, avoidable costs.

Barack Obama still has some time to shape his legacy in the final years of his presidency. International trade might not be the top issue for the President. His focus is on the United States and the American people. The midterm elections are ahead and will set the tone for his actions. However, the President would be remiss to not see the tremendous impact trade can have on domestic jobs and welfare. ■

You want ...

- Corporate Banking and Transaction Services
- Structured Finance, Capital Markets and Investment Products
- Access to Western, Central and Eastern Europe

Please contact:

UniCredit Bank AG
New York Branch
150 East 42nd Street
New York, NY 10017
Tel. +1 212 672 6000
www.unicredit.eu

Life is full of ups and downs.
We're there for both.



Investment Banking, Capital Markets and Investment Services are provided in the US by UniCredit Capital Markets LLC, a member of FINRA and SIPC. This advertisement has been issued by UniCredit Bank AG, a member of the UniCredit Group of companies. UniCredit Bank AG is regulated by Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin).

South Carolina: Frontier of Globalization

By Elisabeth Doehne, GACC

The depth of South Carolina's narrative is shaped by the history and heritage that characterize the state. While many may associate the southern state with colonial historic sites, quaint plantation homes, sandy beaches and cobblestone streets, the quality of life is only surpassed by the amiable economic climate. A pro-business stance, foreign investment and effortless growth initiatives have helped the state evolve into a new frontier of globalization in the U.S.

In fact, South Carolina is consistently ranked in the top ten in the nation for doing business. Foreign-owned firms employ over seven percent of all workers and German-owned companies have the largest share of affiliate employment in the state.

More than 19,200 people are currently employed in German-owned businesses and in 2012, total trade volume with Germany exceeded \$10.2 billion. It is a presence that has been growing continuously and progressively.

Competitive Environment

Recent figures by the South Carolina Department of Commerce (2013) show that the potential for economic growth remains strong. These numbers indicate that foreign capital accounts for almost half of all industrial capital since 2008. Accordingly, South Carolina Governor Nikki R. Haley has repeatedly advocated for foreign companies and investors to do business in the Palmetto State.

Globalization is more than an abstraction in South Carolina – it is a call to action. More than

124 German companies operate in South Carolina, from entrepreneurs to small and medium-sized businesses to global corporations, such as Adidas America Inc.; BMW

Manufacturing Co., LLC; Bosch; Siemens Energy; and Continental Tire – ranking the state third in the nation for globalization (2010 State New Economy Index).

“In South Carolina, we know that both quality and quantity of jobs and growth across major industries matter. Future German investment is

triggered by economic opportunity and the high diversity of key sectors,” says Vincenc Pearson, Esq. of DAA Draexlmaier Automotive of America, LLC and South Carolina Chapter Director of GACC South.

Business Incentives

Mapping the economic landscape from Charleston to Greenville to Spartanburg, South Carolina offers a variety of competitive and customized incentive programs like corporate income tax credits, discretionary income, license or withholding tax incentives, and international trade incentive programs. This profitable business environment has grown organically over the last few decades. In addition, when it comes to providing reliable, affordable energy for industries, South Carolina has some of the lowest industrial power rates in the nation, about 15 percent less than the national average.

Infrastructure and Market Access:

South Carolina is a hub for aerospace and aircraft manufacturing, automobile production, advanced materials manufacturing, life sciences and distribution operations, among a range of other industry sectors. Strategically located between Miami, FL, and New York City, NY, South Carolina is nestled right in the center of the U.S. East Coast.

The state's excellent transportation network includes five commercial airports, a dense railroad web, six major interstates and the deep-water Port of Charleston, one of the

SOUTH CAROLINA

Population: 4.7 million people

State Capital: Columbia

German companies: 124

**Total Trade (2012)
with Germany:** 10.2 billion

Major industries:

Manufacturing, Automotive, Tourism, Health Services, Transportation, Distribution operations



Continental Tire, state and local officials break ground at the Continental Sumter Plant site on March 28, 2012.

largest and most efficient container ports in the U.S., averaging 41 moves per hour per crane (U.S. port average 25 moves).

Training and Workforce Development

South Carolina, tied with North Carolina, is the fastest-growing economy in the Southeast. Manufacturing, the state's flagship of economic growth, experienced a more than 18 percent increase in output from 2010 to 2012. South Carolina leaders and industries know that a sustainable, highly trained workforce is critical in securing this growth.

German companies in the state have taken responsibility and are applying apprenticeship models to their U.S. manufacturing sites. For instance, BMW Group of North America employs more than 7,000 workers in South Carolina, and 70 apprentices at the facility are training for BMW careers. The apprenticeship program in Spartanburg, SC has been in place since 2011 and works closely with three local technical colleges.

In addition, Clemson University's International Center for Automotive Research provides research, vehicle prototypes and technology research to manufacturers. It is also the nation's only graduate department of automotive engineering.

MTU America, Inc. launched a vocational program in Aiken County, SC in 2012 that has sparked interest nationwide – even in the White House. The program, which has been set up in partnership with the Aiken County School District, the Aiken County Career and Technology Center and Aiken Technical College combines high-school education, classroom technical training and hands-on learning at the MTU Aiken Plant. Graduates of the vocational training will be the second class in the nation to be examined by German-industry standards (PAL) in the summer of 2014.

The German American Chambers of Commerce are advocating for a more integrated and vocational training system in the U.S., and are liaising

German Companies in South Carolina

A. Berger	Spartanburg
ADO Corporation	Spartanburg
DAA Draexlmaier Automotive of America, LLC	Duncan
Daimler Vans Manufacturing, LLC	Ladson
Driam USA, Inc.	Spartanburg
Erhardt+Leimer, Inc.	Duncan
Fränkische USA, LP	Anderson
Gedore Tools, Inc.	N. Charleston
Goettfert, Inc.	Rock Hill
Groz-Beckert USA, Inc.	Fort Mill
Hartmann USA, Inc.	Rock Hill
Hengst of North America, Inc.	Camden
Hubtex of North America, Inc.	Greer
IFA Rotorion North America, LLC (Manufacturing)	Ladson
Keller USA, Inc.	Fort Mill
Kufner Textile Corp.	Simpsonville
Kusters Zima Corp.	Spartanburg
Linde Group	Summerville
LTG Incorporated	Spartanburg
Mahlo America, Inc.	Spartanburg
Polydeck Screen Corp.	Spartanburg
Prettl Electric Corp.	Greenville
Prym Consumer USA, Inc.	Spartanburg
redi-Group North America LLC	Greenville
Renk Corporation	Duncan
Schaeffler Group USA, Inc.	Fort Mill
Stueken LLC	Fountain Inn
The Q Works Group	Fort Mill
Weima America, Inc.	Fort Mill

with state and community leaders. Mike Bryan, a training specialist at Bosch Rexroth Corp. was honored as 'Trainer of the Year' with the 2013 GACC Award at the German American Business Outlook for his involvement, tireless training and mentoring of more than 725 apprentices at the Bosch plant in Fountain Inn, SC.



South Carolina State House in Columbia, SC houses the government of the U.S. state of South Carolina.

German Success Stories

German medium and large companies build on the vast potential present in the state. In 2010, BMW Manufacturing Co., LLC opened its newest plant adding 1.5 million-square-feet to its existing 2.5 million-square-foot campus. The plant is served by 170 suppliers across North America, including 40 companies in the state.

Another successful milestone was the Continental Tire Sumter Plant opening on Jan. 28. Together, state officials, German-American government representatives and industry leaders applauded the rolling out of tires at the new South Carolina production site.

Other German manufacturing companies like ZF Transmissions in Gray Court, SC; Stueken, LLC in Fountain Inn, SC; and Prettl Electric Corp. in Greenville, SC; epitomize the German Mittelstand success in the U.S.

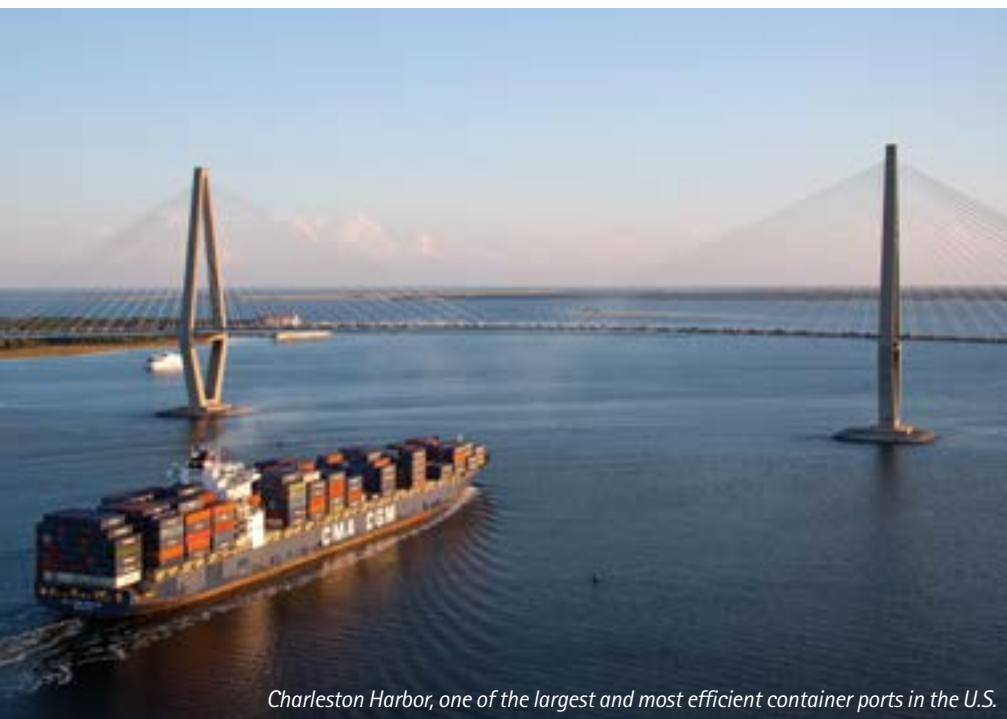
"German medium and large manufacturers play a crucial part in South Carolina's ongoing manufacturing renaissance. The GACC South is forging ties with German-American businesses, regional communities, workforce developers, and institutions of higher education to promote a dynamic and integrated economic partnership," states Pearson.

In January, U.S. Senator Lindsey Graham at a GACC South event, praised companies with German roots operating in South Carolina. The strong German-American presence goes both ways – the South Carolina Department of Commerce has a representation in Munich to serve the growing interest in German firms.

South Carolina is a state shaped by a plurality of factors that attract new businesses and innovation. German firms are strong and leading in many fields, including manufacturing. Their success empowers the state, people and businesses with investment in capital – but also workforce development and vocational training. The state's economic outlook is promising and German companies will benefit from the successful conditions present today. ■

German Mittelstand - Southern SME Forum:

As part of the GACC South's effort to nurture the economic development and expansion of German firms in the state, the German Mittelstand-Southern SME Forum, an all-day business conference, will take place in Greenville, SC on April 7. Notable speakers and German-American industry representatives will be present. Contact >> www.gaccsouth.com for more information.



Charleston Harbor, one of the largest and most efficient container ports in the U.S.

Sources: U.S. Department of Commerce, South Carolina Department of Commerce, U.S. Census, Discover South Carolina

JKJ & H INTERNATIONAL



SPECIALISTS IN GERMAN AMERICAN RISK MANAGEMENT CHALLENGES

WWW.JKJ-H.COM



Industry Preview Days at the North American International Auto Show in Detroit, Michigan



"Industry members are able to take a closer look at and read about the new and future technologies for the next few years to come."
Alex Polansky, FEV

Each new year brings new technologies and new vehicles to the North American automotive market – and each year, the North American International Auto Show (NAIAS) in Detroit is a much anticipated occasion to showcase these innovations. And 2014 was a particularly special year for the auto show, celebrating its 25th Anniversary as an international event. What sets the NAIAS apart from other major auto shows across the country is the two-day Industry Preview, where auto industry experts from around the U.S. and across the world meet customers, celebrate, and check out their own as well as their competitors' products "in action."

The Industry Preview Days at NAIAS offer unique opportunities to all types of companies involved in the U.S. auto industry, from automakers and suppliers to service providers to industry regulators. The Preview

Days offer a range of unique benefits to industry players, such as:

Networking

Because Industry Preview days are between the Media Preview Days and The Charity Preview Formal Dinner, most of the automotive industry's senior leadership stays in Detroit the entire week. It is one of the few occasions on which one can find senior executives of nearly all the major automotive companies. After the whirlwind of the ostentatious unveilings of new cars, concept cars, and redesigns during the Media Preview, the Industry Preview days focus on industry-exclusive insights, allowing suppliers unique access to these leaders.

Events

Whether the Industry Preview is actually "slower paced" is up for debate, however. Receptions on- and off-site, parties, dinners, as well as



"The Preview Days let me connect with some of the other organizations that CAR is involved with. For example, during one of the Preview Days, I was able to speak with several of the folks I know who work at various economic development organizations throughout the Great Lakes region."

Joshua Cregger, Center for Automotive Research

awards ceremonies, such as Ward's Best Engine Award, can keep the social-minded visitor running from place to place, with each event offering new opportunities to meet new acquaintances and old. Interested in hosting an event? Plan early and plan well: competition for visitors may be fierce! In order to facilitate networking in a more private environment and hold confidential discussions, many suppliers host private suites in COBO Hall, where current and prospective customers are invited to discuss future projects in an informal, relaxed atmosphere.

Access to Technology

As important as receptions and private suites may be, this is after all an auto show, and the focus is definitely on the cars! But while at a typical public-focused auto show (and indeed, during the public days of NAIAS) you will see masses of



GACC Midwest Michigan Office Project Manager Dieter Lehnert meeting with members and industry experts at a NAIAS reception

consumers crowding around the latest Chevy Corvette or Porsche 911, visitors to the Industry Preview often have a more specific focus. You will always see suppliers checking out their own products and components in use in their customers' vehicles, and also showing these products off to their customers. But suppliers and automakers alike love the opportunity to view their competitors in action and benchmark their own products against the competition. From the chrome details on the front

NAIAS 2014 Highlights:

- **Press Preview:** 5,169 journalists from 60 countries and 39 states watched as 50 vehicles were unveiled (the majority being worldwide introductions)
- **Industry Preview:** 34,040 suppliers, designers, engineers, etc., attended from 28 countries.
- **Total Ticketed Attendance:** 803,451 (incl. Industry Preview, Charity Preview & Public Show)
- **Total Economic Impact:** \$365 Million

source: >> www.naias.com

grille, to the interior stitching, to the trunk latch mechanism, you can see engineers and product experts measuring, taking notes, exclaiming, shaking their heads – in dismay or in respect. The sheer scope of both production vehicles and concept cars also allows to identify new developments and trends for the entire industry.

NAIAS presents its visitors with the opportunity to experience innovation, meet peers and stakeholders across the entire automotive supply chain, and enjoy the vibrant dynamics of the industry at one of the multiple receptions and events. So if you're heading to Detroit next January for the NAIAS Industry Preview, be sure to plan in plenty of time for your visit. There's so much to see, and you are certain to run into lots of people you know. ■



King & Mayr

Personal Management & Destination Services



Redefining Destination Services within the Industry

"On more than one occasion, your intervention turned a potential disaster into a 'solved problem'."

Looking after your international employee's personal and family welfare and securing return on investment and assignment success during their employment in Germany is our business expertise.

In June 2013, King and Mayr expanded its client portfolio beyond NATO, the U.S. Armed Forces and the British Military, and in November, were announced 'Destination Service Provider of the Year' winner at the prestigious European Expatriate Mobility Management Awards, hosted by the Forum for Expatriate Management. The judging panel stated:

"King & Mayr is a great example of an innovative business model that will redefine destination services within the industry."

Receiving this recognition affirms our view and those of our clients; that in a time-consuming, stressful and overall costly global mobility process, integrating ongoing Personal Management Services into relocation policies and mobility programs should be considered a necessity rather than a luxury.

Clients identify that one of their biggest challenges of their overseas assignment is not work related, but getting their families settled. Circumnavigating and managing their ongoing everyday life in bureaucratic Germany is the challenge, even if they speak German or have help setting everything up.

It was their recurring stories about those seemingly impervious aspects of everyday life, such as unpaid phone bills, problems with the internet, receiving a court order and not knowing why, delays and high costs in transferring funds overseas, not understanding what comes in the mail etc. that lead to the creation of our innovative service solution on which the overall success of an international assignment can depend.

Successful expatriation does not stop after the relocation is completed, we are here for it ALL: Arriving-Living-Leaving, becoming the "Go to Company" and single English/German point of contact for what can be considered the simple yet essential things when living and working overseas.



"I would have moved to another country because I could not have managed with the problems I had encountered. I needed immediate internet service – no one could help me except King & Mayr."

By providing continuous support for the assignee's household, we become a trusted partner and problem solver for the duration of the assignment, simultaneously saving company resources, reducing HR department workload, legal responsibilities, confidentiality issues and most importantly time, hassle, stress and money. We even have solutions to support the human aspect of life in Germany. With our coaching partner, Global Talent Coaching, we enable your employees and accompanying families to reach optimum living; assignees usually start to work earlier and the occurrence of failed assignments is reduced.

With our clients' best interests at heart, we work continuously in the background, monitoring and managing personal contracts, insurances, expenditures, invoices and other non-work related obligations, helping to prevent issues from arising that could spiral out of control and have a

negative financial impact on companies as well as the general welfare of the assignee and their accompanying family. Hence putting our service concept at the forefront of securing ROI and international assignment success.

Global mobility specialists and the expatriate management industry are becoming more aware of the importance of implementing long-term assignee support at a new destination beyond the traditional 'Settling in Services' into their relocation policies and agendas. Understanding that it is not only a company's bottom line which is at stake in areas such as attracting and retaining international talent, but ongoing support and personal management outside of the work place is a service that assignees and their families seem to be missing, yet need to receive. ■



Jennifer King, Alan L. King and Holger Mayr at the prestigious European Expatriate Mobility Management Awards

Contact info:

King & Mayr GmbH & Co.KG

DE: 0049(0)2451-910 50-0

USA: 001-212-330 7691

UK: 0044(0)20-7692 5085

Email: >> service@king-mayr.com

Web: >> www.king-mayr.com



Simone Frieze

GACC West,
Project Manager Communications,
Membership & Events



From: Munich, Germany

Career @ GACC: joined the GACC as an intern and was taken on as Project Manager in 2013

T 415-248-1249

>> sfrieze@gaccwest.com

>> www.gaccwest.com

What do you like best about your work at GACC West?

As a Project Manager for Communications, Membership, and Events, my daily routine is very versatile, from updating the website, designing flyers and writing articles to supporting our members. My main task alone, organizing events, offers a broad work scope. We cover a wide range of formats, from small business briefings to big conferences and gala dinners. We also work together with clients from a variety of industries, such as renewable energies, design, energy efficiency and IT. There's always the opportunity to learn something new about the various industries, to get to know many different companies – and to give them a platform to network.

What was the most fun project you've worked on?

We've organized plenty of exciting events in the past years, but my personal favorite was the GACC Oktoberfest 2013. We created an

authentic beer tent atmosphere with traditional Blasmusik, Bavarian dancers, original Oktoberfest rock songs and delicious German food and beer. Our Oktoberfest in San Francisco felt just like the real one in Munich! It was nice to bring my hometown culture to San Francisco and thus foster transatlantic ties.

What are your upcoming projects?

In April, we will bring a delegation of German solar companies seeking to enter the U.S. market to Arizona and New Mexico. We are organizing a conference and arranging business partner meetings for these companies. In May, we are hosting our 3rd annual White Asparagus Gala Dinner, which is one of our signature events. Whether at a conference, roundtable or gala dinner, we try to help companies connect with each other, find potential business partners and foster our German-American business network. It's always nice to see valuable collaborations emerge from our events! ■



Welcome, New Members!

National Partners

Baker & McKenzie, LLP
www.bakermckenzie.com

Rödl & Partner
www.roedl.com/us

1100 Architect
www.1100architect.com

ADO Corporation
www.ado-usa.com

automotiveMastermind, LLC
www.automotivemastermind.com

Brazil Stones Corp.

BRUCK USA Inc.
www.bruck-usa.com

Carroll University
www.carrollu.edu

CompanyLanguage.com
www.CompanyLanguage.com

DJ Cirrus GmbH
www.cirrus-gmbh.com

Ecolntense, Inc.
www.ecolntense.de

Forcam
www.forcam.com

Fowler White Boggs P.A.
www.fowlerwhite.com

French American Chamber of Commerce, Atlanta Chapter
www.faccatlanta.com

Hamburg Süd
www.hamburg-sued.com

Hellmann Worldwide Logistics, Inc.
www.hellmann.net

Hill Ward Henderson
www.hwhlaw.com

HUESKER Inc.
www.huesker.com

Industrie- und Handelskammer Magdeburg
www.magdeburg.ihk.de

Jackson County Chamber of Commerce
www.jacksoncountygga.com

Kraiburg-TPE
www.kraiburg-tpe.com

Law Office of Annabelle Fischer
www.afischerlaw.com

Macgregor Associates Architects
www.macgregorassoc.com

MasterCard
www.mastercard.com

New Bremen

www.newbremen.com

O'Shaughnessy & Carter, PLLC
www.oandcfirm.com

P&P Media Partners
www.sunstatepost.com

Prettl Electric Corporation
www.prettl.com

ProLogis
www.prologis.com

Puma IT Services, LLC
www.pumaitservices.com

QUINtec Energy, Inc.
www.quintecenergy.com

Reesmarx USA, LLC
www.reesmarx.com

Santa Ana Auto Repair and Body Shop
www.santaanabodyshop.com

Schletter Inc.
www.schletter.us

Schuco USA
www.schuco.com

Sera GmbH
www.sera-web.com

Silver Suites Residences at Beekman Towers
www.silversuitesresidence.com

Southern Manufacturing Technologies, Inc.

www.smhampa.com

Stueken, LLC
www.stueken.de

Suneeta Dewan & Associates
www.suneetadewan.com

The Pendleton Group
www.pendletonatlanta.com

TIGGES Connecting Technology
www.tigges-usa.com

Urban Thier Federer & Chinnery, P.A.
www.urbanthier.com


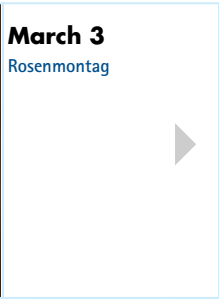






Van Winkle Construction
www.vanwinkleco.com

Wagner Systems Inc.
www.wagnersystemsinc.com

Weisbrod Matteis & Copley PLLC
www.wmclaw.com

West Real Estate Advisors, Inc.
www.westrealestateadvisors.com

Winstead PC
www.winstead.com

Event Calendar March 1 – April 30 		March 3 Rosenmontag 		March 4 Joint Networking Reception with CFA Society Held by GACC South Atlanta, GA www.gaccsouth.com	March 6 Employment Law Conference: A Practical Guide for Small & Mid-sized Businesses Held by GACC Philadelphia Conshohocken, PA www.gaccphiladelphia.com
March 9 German American Business Roundtable Held by GACC South Houston, TX www.gaccsouth.com	March 11 Roundtable: Efficient Water Infrastructure Held by GACC Midwest Indianapolis, IN www.gaccmidwest.org		March 11 Plant Tour at Sennebogen Held by GACC South Stanley, NC www.gaccsouth.com	March 13 Business Seminar with Porsche Consulting, Inc. Held by GACC South Atlanta, GA www.gaccsouth.com	March 13 CEO Roundtable Held by GACC Midwest Chicago, IL www.gaccmidwest.org
March 13 Seminar on Residential Real Estate in NYC Held by GACC NY New York, NY www.gaccny.com		March 17 A Taste of German Specialties Held by GACC NY New York, NY www.gaccny.com	March 18 "After Hours" Networking with Stoecklin Logistics, Inc. Held by GACC South Atlanta, GA www.gaccsouth.com	March 19 WI Chapter: GE Healthcare Event Held by GACC Midwest Milwaukee, WI www.gaccmidwest.org	March 19 International Business Networking Held by GACC Midwest Chicago, IL www.gaccmidwest.org
March 20 Overcoming USA Market Resistance: Interactive Roundtable Workshop with Dr.-Ing. Marvin Baker Held by GACC South Houston, TX www.gaccsouth.com	April 1 Germany Arizona Solar Day Held by GACC West Scottsdale, AZ www.gaccwest.com	April 4-Mar Germany New Mexico Solar Business Trip Held by GACC West New Mexico www.gaccwest.com		April 7 German Mittelstand – Southern SME Forum Held by GACC South Greenville, SC www.gaccsouth.com	April 8 TBC MI Chapter: SAE Reception Held by GACC Midwest Detroit, MI www.gaccmidwest.org
April 8 Food Imports and Food Safety Regulations: CLE & Panel Discussion Held by GACC Philadelphia tbc, PA www.gaccphiladelphia.com		April 9 WI Chapter: Spring Social Held by GACC Midwest WI www.gaccmidwest.org	April 10 Breakfast Roundtable with Dr. Gunter Dunkel, Chairman of the Board of Management and CEO at NORD/LB in Hanover Held by GACC NY New York, NY www.gaccny.com	April 15 Knowledge Exchange, Topic TBC Held by GACC Midwest Chicago, IL www.gaccmidwest.org	April 16 International Business Networking Held by GACC Midwest Chicago, IL www.gaccmidwest.org
	April 17 GACC Automotive Forum 2014 – Is the Future Electric? Held by GACC NY New York, NY www.gaccny.com	April 22 Seminar on EU Patents and Technology Transfer Held by GACC NY New York, NY www.gaccny.com	April 23 Annual Meeting Held by GACC NY New York, NY www.gaccny.com	April 24 Stammtisch on the Road Held by GACC Midwest Rosemont, IL www.gaccmidwest.org	Save the date: May 2 MERLIN Awards Gala Held by GACC Midwest Chicago, IL www.gaccmidwest.org

GERMAN AMERICAN TRADE

THE MAGAZINE OF THE GERMAN AMERICAN CHAMBERS OF COMMERCE

Atlanta

German American Chamber of Commerce of the Southern United States, Inc.
1170 Howell Mill Road, Suite 300
Atlanta, GA 30318
T 404-586-6800 F 404-586-6820
info@gaccsouth.com
www.gaccsouth.com

Chicago

German American Chamber of Commerce of the Midwest, Inc.
321 North Clark, Suite 1425
Chicago, IL 60654
T 312-644-2662 F 312-644-0738
info@gaccmidwest.org
www.gaccmidwest.org

Detroit

German American Chamber of Commerce of the Midwest, Inc.
One Woodward Avenue, Suite 1900
PO Box 33840
Detroit, Michigan 48232
T 313-596-0399
info@gaccmidwest.org
www.gaccmidwest.org

Houston

German American Chamber of Commerce of the Southern United States, Inc.
Houston Office
1900 West Loop South, Suite 1185
Houston, TX 77027
T 832-384-1200 F 713-715-6599
info@gacctexas.com
www.gacctexas.com

New York

German American Chamber of Commerce, Inc.
75 Broad Street, 21st Floor
New York, NY 10004
T 212-974-8830 F 212-974-8867
info@gaccny.com
www.gaccny.com

Philadelphia

German American Chamber of Commerce, Inc.
Two Penn Center, Suite 200
1500 John F. Kennedy Blvd.
Philadelphia, PA 19102
T 215-665-1585 F 215-665-0375
info@gaccphiladelphia.com
www.gaccphiladelphia.com

San Francisco

German American Chamber of Commerce, Inc. Office for the Western United States
One Embarcadero Center
Suite 1060
San Francisco, CA 94111
T 415-248-1240 F 415-627-9169
info@gaccwest.com
www.gaccwest.com

Washington, DC

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

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

Reproduction in whole or in part of any article is prohibited without permission.

Unsolicited manuscripts cannot be returned unless accompanied by a properly addressed envelope bearing sufficient postage. Editor reserves the right to edit letters to be reprinted. Editor and publisher cannot accept any liability for the accuracy or completeness of any material published. Contributed articles do not necessarily reflect the Chamber's position. If you have any comments regarding articles in this magazine, please call 212-956-1770.

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: Mar/Apr 2014

© Copyright 2014 German American Trade

Design and Production

Thinkersdesign

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

GAT Editorial Team

Nicola Michels GACC NY
Editor & Advertising Coordinator
T 212-956-1770 F 212-974-8867
nmichels@gaccny.com

Stefanie Jehlitschka GACC South
pr@gaccsouth.com

Sandra Jones GACC NY
sjones@gaccny.com

Maj-Britt Jungjohann GACC NY
mjungjohann@gaccny.com

Manuel Muhl GACC South
mmuhl@gaccsouth.com

Julia Prestel GACC West
jprestel@gaccwest.com

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

Lindi von Mutius GACC NY
Philadelphia Branch
lvmutius@gaccphiladelphia.com

Jasmin Welter GACC Midwest
welter@gaccmidwest.org





Volkswagen Group of America with its five brands Audi, Bentley, Bugatti, Lamborghini and Volkswagen is a strong partner of the German American Chamber of Commerce.

Volkswagen Group is continuing its commitment to the U.S. market with an additional \$5 Billion investment in North America over the next three years.

Building on the success of its manufacturing facility in Chattanooga, TN – where a recent study shows that VW Chattanooga activities have created 12,400 full-time jobs at VW, suppliers and in the regional economy, and are responsible for \$643.1 million in annual income – the Volkswagen Group will expand its powertrain and vehicle assembly capacities in the NAFTA region.

VOLKSWAGEN

GROUP OF AMERICA



VW CREDIT, INC.

volkswagengroupamerica.com

Traveler? Passenger? Guest.

On the ground
and above the
clouds, we have
one focus:
You

**Nonstop
you**

When you travel with Lufthansa your ticket is really an invitation. You will feel like our special guest because your comfort and happiness are our business. Every day, our guests experience Nonstop you. To view their stories, scan the code or visit LH.com/us/OneFocus



View stories



Lufthansa