

G E R M A N A M E R I C A N

# TRADE

NOV / DEC 2009



## WEMPE

**KIM-EVA WEMPE**

Time will tell –

Keeping Wempe family-owned



ProSiebenSat.1  
Welt

ProSiebenSat.1 Welt:  
Germany is closer  
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## EDITORIAL

## Diamonds are a Girl's Best Friend

German jeweler Wempe was founded by current owner, Kim-Eva Wempe's great grandfather 131 years ago. Wempe's jewelry and watches are widely known for their quality and the hands-on approach that the Wempe family has taken in designing their products. Maintaining this family tradition is especially important to Kim-Eva Wempe when designing her own jewelry line.

Have you ever wondered how to watch German TV here in your own U.S.-living room? Now there is a way! ProSiebenSat.1 Welt is now available in the U.S., bringing you your favorite German TV-shows from across the Atlantic.

Learn more about the innovations in space technology currently being developed in Bavaria. The State of Bavaria supports small to mid-sized application developers and manufacturers in the aerospace industry.

Take this opportunity to read up on current legislative and regulatory developments in Washington, DC, such as the new provisions of the Lacey Act, which impose regulations on importing and exporting certain plants.

Take a look at our Dreamcatcher and see how a German has brought his "green and clean" spirit to the U.S. Also take a look at what some of our members are doing, and how they can help you advance your business through transatlantic trade.



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*Janka Pieper*



Exclusive cartoon for German American Trade Magazine by Heiko Sakurai [www.sakurai-cartoons.de](http://www.sakurai-cartoons.de)

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## Flagbeg Solar US Corp. creates 300 "green" jobs in Pittsburgh

A manufacturing facility slated to open at month's end will create 200 "green jobs" in the region, and could employ up to 300 people when it is running full-bore. Flabeg Solar US Corp., a new subsidiary of German glass finishing firm Flabeg GmbH, is building the 230,000-square-foot plant in Clinton Commerce Park in Findlay to make solar mirrors for power stations that use sunlight to generate electricity. Flabeg Solar's mirrors will be used in two types of solar power plants. The first type uses an array of flat mirrors to reflect

sunlight toward a receiver placed on a tower. The second uses a chain of parabolic mirrors whose curved surfaces focus sunlight on a tube, thus heating oil that flows through it. When the long-established Pilkington Group sold its glass finishing division in the year 2000, the FLABEG Group was born. FLABEG sets new standards in glass finishing. Their technological edge is based on roughly 100 years of experience with glass, as well as their having the courage to implement our visions on the corporate level. FLABEG is an independent group with numerous locations in Europe, Asia, and North and South America. • *Pittsburgh Post Gazette*

dent of the Manufacturers Association of Central New York, said Bitzer's decision will help the area market itself to other manufacturers and persuade existing companies to make new investments in the region. • *syracuse.com*

## Fraunhofer CSE opens first laboratory in Cambridge, MA

Fraunhofer USA, Inc.'s Center for Sustainable Energy Systems (CSE) officially opened its first laboratory, a PV module innovation facility at a high-profile ribbon-cutting ceremony headlined by German Ambassador Klaus Scharioth and Massachusetts Energy Secretary Bowles. The new PV module laboratory enables research, development, testing and evaluation of new materials and production processes for photovoltaic solar modules with the aim to increase module energy yield, reduce cost, and extend module durability. Fraunhofer CSE is financially supported by the Commonwealth of Massachusetts through the Massachusetts Clean Energy Center, National Grid and anonymous private donors on the US side and from the German Federal Government's Ministry for Education and Research through the Fraunhofer Society in Germany as well as the Fraunhofer Institute for Solar Energy Systems. • *Reuters*

## US unit of juwi GmbH plans 50-MW Ohio wind project

A unit of German renewable energy company juwi GmbH is planning a wind generation proj-

## Bitzer SE of Sindelfingen opens its second U.S. manufacturing plant in Salina, NY

With speeches, champagne toasts and a ribbon-cutting ceremony, Bitzer Scroll Inc. officially opened its second U.S. manufacturing plant. The company, a subsidiary of Bitzer SE of Sindelfingen, Germany, occupies 60,000 square feet of space in GM's former Inland Fisher Guide plant, one of 17 tenants in the huge facility now called Salina Industrial Powerpark. Bitzer, which says it is the world's largest independent manufacturer of refrigerant compressors, employs 35 people at the plant. Bitzer has invested \$20 million in the plant, where it plans to make scroll compressors in 20- to 40-ton capacities. Its only other U.S. plant is outside of Atlanta. Randall Wolken, presi-

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ect in Hardin County, Ohio, with about 50 MW nameplate capacity. According to studies, the Hardin County North Wind Farm will probably not significantly impact protected environmental and cultural resources in the area. Construction is scheduled to run from late 2010 to the second quarter of 2011, with an in-service date in the third quarter of 2011. Developer JW Great Lakes Wind LLC plans to sell the wind-generated power into the PJM Interconnection LLC wholesale market. Depending on the turbine model selected, between 19 and 27 turbines will go up on more than 3,300 acres of 6,500 acres of agricultural land leased for the project. Hardin County North is the

fourth large wind project under review at the Ohio Power Siting Board, joining Invenenergy LLC's 300-MW Hardin Wind Farm, Gary Energetic's 200-MW Black Fork Wind and Everpower Wind Holdings Inc.'s Buckeye Wind, with nameplate capacity between 126 MW and 175 MW. juwi GmbH - based in Wörrstadt, Germany - is one of the world's leading companies in the renewable energy sector. • *Press release*

### Lufthansa to bring back inflight Wi-Fi

Lufthansa announced that it would relaunch its FlyNet inflight Internet service in mid-2010, following a more than three-year gap in offering passengers onboard

broadband capabilities. The launch customer of Panasonic's new exConnect service, the German-based carrier beginning next year will equip "a major part of its long-range fleet" with satellite-based inflight Internet and other connectivity options, including text message capabilities for mobile phones. • *BTN Online* **GAT**



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# WEMPE

**K**im-Eva Wempe, daughter of Hellmut Wempe and CEO of the Hamburg based jeweler has a clear vision for the future of her 131 year old business: “We will remain a family-owned company!”

Established by her great grandfather in 1878 in the small town of Elsfleth on the Weser river in northern Germany, Wempe has developed into an internationally renowned firm in the luxury watch-and jewelry business.

Today, Wempe owns and operates 25 stores in the best locations throughout Germany, London, Paris, Vienna, Madrid, on the luxury cruise liner “MS Europa” and of course on Fifth Avenue in New York. She and her 539 highly trained professionals generated revenues of approx. \$253.7 million Euro worldwide in 2007.

“Our goal is to be the best in every aspect of our business” says Kim Wempe. For that reason, Wempe is very selective about which brands they offer. “While

there were plenty of watch brands that would have liked to be represented at Wempe, especially in the last few years when so many new names were born, we stuck with the tried and tested blue-chip companies that offer worldwide service and have a long-term vision.” Today, we are especially glad about that decision as more and more customers shy away from spending their money on brands without a proven track record and therefore uncertain future.”

As starting prices for watches have increased over the years, Wempe felt the need to be able to provide a quality timepiece for under \$1200.00. So the idea of the own watch production was born. What better place than the Observatory high above the small city of Glashuette in Saxony, Germany. The site had once been used as the provider of precise timing for the watch manufacturers like A. Lange & Soehne located in the valley. Way back then, the time had been determined with the help of a telescope and the position of the stars. Shortly after its inception, the original purpose of the observatory became obsolete with the arrival of Morse code. After a lengthy and costly renovation of the Observatory, Wempe



# Time Will Tell

## *Keeping Wempe Family-Owned*

launched their own watches in 2006 with the Wempe Zeitmeister and Chronometerwerke watch lines. In addition, the building also became home to the only Chronometer Testing facility in Germany in which all watches are being officially tested at different temperatures and positions to guarantee their precise timekeeping.

Kim-Eva Wempe is also very passionate about jewelry. Her very own line BY KIM is exclusively manufactured in Wempe's own atelier located in Schwaebisch Gmuend in the Black Forest. Together with her designer Catherine Plouchard and her experienced jewelry team in Hamburg she lends every piece her individual touch and gives final approval, a task that she takes very seriously. "A piece of jewelry becomes something very personal" says Kim-Eva. "It represents special memories and moments in one's life and therefore must not only look good but feel good." While Kim-Eva calls Hamburg her home, she travels the world to gather new inspirations and impressions as she did during her recent trip to Brazil to witness the mining of precious gemstones. >>



*Stainless steel Wempe Zeitmeister. Chronometer with calendar and moon phase indication. Watch of the year in Germany \$3200.-*



[www.wempe.com](http://www.wempe.com)



*The Observatory in Glashuette is home to Wempe's very own watch production and Germany's only Chronometer Testing facility.*





One of her favorite destinations is of course New York City. Her Fifth Avenue store has turned into a shiny Flagship and special source of pride. That wasn't always the case. When her father opened his first international branch in 1980, no one had been waiting for a European jeweler to enter the US market. A number of Swiss competitors attempted to establish a foothold in this highly competitive market, but quickly raised the white flag and retreated. Not so Hellmut Wempe. He was convinced that his philosophy of quality and customer service would be equally appreciated on this side of the Atlantic and therefore continued to pursue what had become his biggest personal challenge. Failure was not an option.

His persistence paid off. Under the leadership of Ruediger Albers, president of American Wempe Corp. and 22-year Wempe veteran, the business started to adapt to the US market without sacrificing the company's values and philosophy. A strong, motivated

team of professionals has been assembled to deliver a superior shopping experience every single day of the week.

Albers likes to compare his store to a Michelin-star restaurant. A warm atmosphere, first class quality, and superior service at all times. His staff of 23 is a mosaic of many nationalities lending the store a particularly attractive flair. "We used the economic downturn to completely reno-



*Wempe diamond bangle in 18K rose gold and diamond heart pendant.*



*Wempe's flagship store is Fifth Avenue's premier address for fine watches and jewelry.*





*Wempe stores worldwide share the same interior decor creating a warm, welcoming atmosphere.*

vate the store and have even increased our service department in size and staff. I'm convinced that we will emerge from the recent downturn stronger than ever", says Albers. "Our commitment to excellence has helped us carve out our own niche which will be hard to duplicate. We carefully managed our inventory allowing us to continuously enhance our assortment with the latest creations from the world's finest watch houses. And, as of the beginning of 2009, we are open on Sundays which has proven to be very successful."



*Rüdiger Albers, captain of Wempe's flagship on Fifth Avenue is a 22 year veteran with the firm and well known in the German American community.*

"Wempe is one of the few companies that has successfully managed the generational transition not once but 3 times and adapted to the ever growing challenges without losing or sacrificing its very core values" says Kim-Eva. "Hopefully my children will one day want to follow in my footsteps but it's too early to say. For now, they prefer skate boarding which doesn't worry me too much as I was dreaming of becoming a florist at that age. Time will tell." **GAT**

# WEMPE

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by Peter J. Esser, General Counsel,  
Representative of German Industry & Trade

# Legislative & Regulatory Developments

Washington, DC is currently abuzz with talk of a massive overhaul of the nation's healthcare system. However, beneath a roiling surface of unresolved House and Senate bills and heated rhetoric on other critical issues, including legislation that would ultimately institute an unprecedented nationwide system of controls on greenhouse gas emissions, a strong current of miscellaneous regulation is swiftly flowing from Washington.

Internationally-oriented business worldwide should be on the alert with regard to as yet unresolved and complex questions regarding the implementation of the new "Buy American" provisions contained in the American Recovery and Reinvestment Act. Interim rules and guidance have been in force since last spring, but there is no clear indication as to when a final regulatory framework will issue.

Also of relevance to business in the U.S. regardless of domestic or foreign ownership or control is the lingering matter of the Employee Free Choice Act, perhaps better known as "Card Check." While ini-

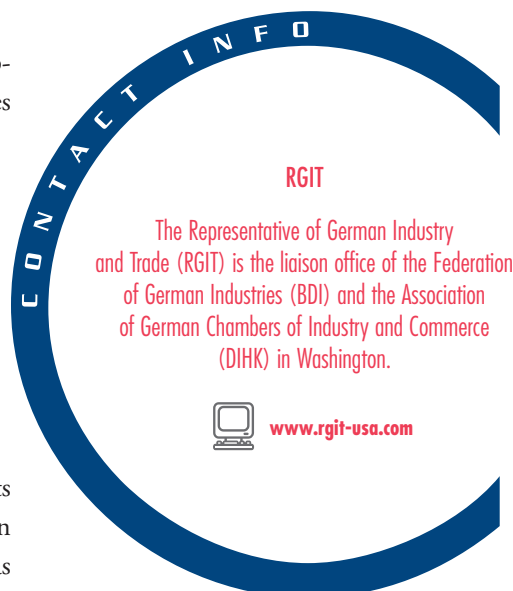


tially the 111th Congress appeared ready to let this issue fall by the wayside, absent strong support from the Obama administration, labor interests have made significant inroads such that it appears possible that Congress will in fact consider the bill at some point soon.

Foreign manufacturers and shippers should take note changes recently announced by the United States Department of Agriculture's Animal and Planet Health Inspection Service (APHIS) to the enforcement schedule pertaining to new provisions of the Lacey Act. The Lacey Act, which imposes restrictions on the import and export of plants protected under U.S. and foreign laws, was recently updated so as to expand its protection signifi-

cantly. Nonetheless, enforcement will now be postponed for numerous products slated for to come under the bill's coverage under "phase three", set to commence on October 1, 2009. Moreover, substantial changes have been made to the listing of products listed for "phase four" enforcement.

All foreign companies doing business in or with the United States may want to take a look at a recently introduced Senate bill, S. 1606, the Foreign Manufacturers Legal Accountability Act of 2009. Introduced by Senators Dick





Durbin, Bill Nelson, Sheldon Whitehouse and Jeff Sessions, the bill could possibly have major consequences with regard to the jurisdiction of courts in the United States over foreign manufacturers that import products into the United States. Apparently inspired by the scandal surrounding sulfur-tainted drywall imported from China - and the ensuing difficulties experienced by aggrieved parties seeking compensation for damages resulting from the installation of the material in their homes - the bill would require foreign manufacturers of certain products to designate a registered agent in the United States authorized to accept service of process. Moreover, the bill deems those foreign manufacturers of products covered under the bill to have consented to the personal jurisdiction of the state or federal courts of the state in which the registered agent is located for the purpose of any civil or regulatory proceeding.

The U.S. export control regime is currently undergoing a broad review initiated at the highest levels by the Obama administration and largely supported by U.S. industry. Among other governmental bodies, the Bureau of Industry and Security (BIS) of the U.S. Department of Commerce is currently reviewing the foreign policy-based export controls in the Export Administration Regulations to determine whether these should be modified, rescinded or extended.

While still in a state of relative turmoil, the U.S. Consumer Product Safety Commission is

“[There are] unresolved and complex questions regarding the implementation of the new “Buy American” provisions”

slowly getting its regulatory house in order. In spite of numerous revisions to, as well as suspensions of various aspects of the Consumer Product Safety Commission Improvement Act, a requirement for marking children's products with tracking labels went into effect with little fanfare on August 14, 2009. Section 103(a) of the Consumer Product Safety Commission Improvement Act requires, to the extent practicable, the placement of permanent, distinguishing marks on children's products and packaging manufactured as of the aforementioned date. The purpose of the tracking labels is to assist the consumer in determining the location and date of production of the product.

The foregoing obviously represent only a small and regrettably abridged cross-section of some of the legislative proposals and regulations now slowly making their impact felt in the United States and abroad. Foreign-based businesses and their U.S. affiliates should be aware of the rising tide of regulation, much of which is often barely perceptible as each individual businesses boat rises on the flood of new initiatives. **GAT**

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# Made in Bavaria

## *Innovations in Space Technology*

by Janet Danisman, State of Bavaria  
U.S. Office for Economic Development

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With an expected downstream market size of 65 billion Euros by 2010, and a projection of 4 fold growth by 2030, the world market for Global Navigation Satellite Systems (GNSS) products and services has become a new frontier for future-oriented companies. The scope of possibilities for businesses ranges from satellite subsystems to Galileo-GPS combined receivers up to software for vehicle navigation and robotics for Unmanned Aerial Vehicles (UAV's). With the advent of Galileo, the future European GNSS, innovative companies in the state of Bavaria are increasingly filling the growing market demand.

The Galileo Control Center in Oberpfaffenhofen, 18 miles west of Munich in the Bavarian Alps was inaugurated in 2008. Much of the infrastructure to support space technologies particularly related to Galileo is located in the German State of Bavaria – like the Galileo

Test and Development Environment (GATE). At the German Aerospace Center (DLR) in Oberpfaffenhofen, nearly 1500 scientists are conducting research in the areas of satellite navigation, space missions, climate, earth monitoring, and robotics. Also, Bavarian Universities offer several courses of study related to Satellite Navigation and other facets of Aerospace, making Bavaria Europe's heart of satellite navigation.

### Next Generation Satellite Navigation Solutions from Bavaria

"The State of Bavaria is among the world's most important and historically rich aerospace regions" says **Bavarian State Minister for Economic Affairs, Martin Zeil**. Innovative companies located in the State today are living up to this tradition. There are over 150 primarily small/medium sized companies in Bavaria offering applications for time- and navigation-signals. Extensive networking within this young industry and



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*Galileo is the first satellite positioning system developed for civilian use. Galileo can be applied to a broad range of commercial applications and aims to provide higher accuracy and reliability than the U.S. Global Positioning System (GPS). Galileo's market potential ranges from applications in transportation to science, search and rescue and recreation.*

within the research world drives innovation, as does Bavaria's strength in the IT sector. Synergies between businesses and research institutions regularly lead to new satellite navigation solutions, like the GAMMA-A automobile telematics system.

Developed by the **Fraunhofer Institute for Integrated Circuits** in Nuremberg, Bavaria – renown for the development of the MP3 – GAMMA-A is a cost effective three frequency receiver for Galileo and GPS which offers the automotive industry high precision and reliable positioning. In the future, this satellite-supported driver assistance system will be able to intervene in the car's control system to prevent accidents.

At the same time, **EADS Astrium** in Ottobrunn, Bavaria, is developing an indoor navigation system that offers high precision positioning inside complex buildings. Whether it is a case of fire or a terrorist threat, it is critical for fire brigades and special forces to know the precise location of their own people inside complex build-

ings. "Seamless outdoor to indoor navigation and guidance services is an ideal that police, fire and other emergency organizations urgently seek. After years of intensive research work, Astrium has developed an ad hoc deployable indoor navigation technology that makes this ideal a reality" commented Thomas Mayer, Head of Navigation Business Development, EADS Astrium GmbH during the September 2009 Institute of Navigation Conference in Savannah, Georgia.

### 40 New Space-Tech Start-Ups in Next 4 Years

To further Bavaria's leading position, the State's Ministry of Economic Affairs has recently announced a new incentive program of 10 million Euros. It aims to motivate small and mid-sized companies to strengthen their R&D activities in Bavaria. The State of Bavaria, the German Aerospace Center (DLR) the European Space Agency (ESA) and local bank Kreissparkasse Munich Starnberg recently opened a new Business Innova-  
 >>

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tion Center (ESA BIC) in Oberpfaffenhofen, a major aerospace technology hub in Europe. The goal of this new BIC within the Application Center Oberpfaffenhofen (AZO) is to support 40 new company foundations on location in the next 4 years. Says **Minister Zeil**: "The aerospace industry is as dynamic as ever in Bavaria! Here new companies have an opportunity to succeed and the AZO's history of achievements is set to continue on the European stage".

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## To learn more, attend the Munich Satellite Navigation Summit March 9-11, 2010



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Bavaria as a business and science location are managed and fostered by bavAIRia e.V.. The organization networks businesses with universities, research institutes, manufacturers of systems and subsystems and with end users, and establishes business and government links at national and international levels. U.S.

companies located in Bavaria can take advantage of the services of bavAIRia e.V. as well as the programs and services of the State of Bavaria. There are already over 850 U.S. companies with business locations in Bavaria.

The State of Bavaria offers an innovative research environment, highly qualified scientists, reliable suppliers, a strong market, business friendly economic policies and extensive support programs. In cooperation with the team at the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology in Munich, Invest in Bavaria's U.S. representative offices in New York and San Francisco introduce these advantages to U.S. investors considering expansion to Europe. **GAT**

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**F**lorian Silbereisen and “Kastelruther Spatzen” singing in a NYC flat, famous Bavarian actor Ottfried Fischer alias „Der Bulle von Tölz“ tracking down criminals in a Washington DC suburban TV, and talented German teens fighting for their dream of becoming a famous popstar in a Los Angeles living room.

That sounds outlandish? Yes, it does. Straight from Bavaria the pay TV channel “ProSiebenSat.1 Welt” broadcasts popular German

TV series, movies, lifestyle magazines, and shows directly into U.S. homes. For many expatriates and people interested in German culture watching the channel is an excellent way to fight homesickness and keep in touch with what is going on in Germany.

They can experience modern German life first-hand when show master Stefan Raab talks to his celebrity guests and comments on events of the week in his show “TV total”. On Fridays, the lifestyle







show “Mein neues Leben XXL”

escorts German families who seek a better life abroad through their up and downs pursuing the adventure of their life. Every Tuesday and Saturday, a romantic or thrilling TV movie lightens up the evening. And on Sunday evenings, Germany’s top detectives investigate crimes in Cologne (“SK Koelsch”) and the capital Berlin (“Wolffs Revier”).



ProSiebenSat.1 Welt is operated by Germany’s largest commercial TV network, the ProSiebenSat.1 Media AG. It features the best programs of its four free TV channels Sat.1, ProSieben, kabel eins, and N24 – a great variety that fits just about everyone’s taste. In order to make the package complete, ProSiebenSat.1 Welt presents the finest of German folk music like “Heimatkanal Musikparade” or “GoldStar TV special: O’zapft is!” once a week.

Recently, the German pay TV channel launched on Verizon’s FiOS TV service. Verizon FiOS TV brings fiber optics straight to

the customers’ premises with an exquisite quality and expands the channel’s reach by more than 1.6 million households. Particularly Manhattanites now have a much better chance of picking up the channel since many apartments

located in skyscrapers with narrow street canyons could not be covered

through a satellite service. ProSiebenSat.1 Welt is now offered on channel 1788 in a package together with DW-TV for \$14.99 per month. “We are thrilled to be partnering with Verizon and welcome the opportunity to reach out to new

customers throughout the US”, says ProSieben-



Sat.1 Welt Managing Director Jan Frouman. “We want the channel to be available to all potential subscribers.”

In the United States, ProSiebenSat.1 Welt was originally launched in February 2005 on the satellite service DISH Network and has been on the air in Canada since June 2006. Since May 2007, ProSiebenSat.1 Welt also airs

commercials, enabling international TV advertisers to directly target local German audiences.

Back in 2005, one of the channel’s first customers was Juergen Klinsman, who was living in Los Angeles at the time and head coach of the German national soccer team. He has moved back to Germany but many other Germans in North America continue to enjoy the channel. Next to business expats and German educational organisations and clubs, ProSiebenSat.1 Welt is especially popular with the so called “snowbirds”, people who choose to stay in the warmer parts of the U.S. during wintertime and return to Germany during summer. >>

**ProSiebenSat.1 Welt is available in the United States on:**

**Verizon FiOS TV • Channel 1788**  
Package with DW-TV: \$14.99/month

**DISH Network • Channel 726**  
A la carte: \$19.99/month or \$186.89/year  
German Language Plus Package  
(with DW-TV, EuroNews, German Kino Plus, and My Sports Germany): \$27.99





*"SK Kölsch": Germany's top detectives investigate crimes in Cologne*



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*Annemarie Warnkross & Daniel Aminati host the TV show "taff"*

DISH Network even offers five German channel's in its German Language Plus Package: ProSieben-Sat.1 Welt, German Kino Plus, Deutsche Welle (DW-TV), EuroNews, and MY SPORTS GERMANY. German Kino Plus focuses mainly on German movies and is run by Tom Fennell, who is also managing ProSiebenSat.1 Welt in the US. EuroNews shows news from a European perspective. The latest addition to the package MY SPORTS GERMANY brings the best of sports action from Germany and its neighbours like the Fussball Bundesliga. Exclusive to DISH Network customers, ProSiebenSat.1 Welt offers a great variety of lifestyle programs like "SAM", "taff", "Lebe Deinen Traum", "Besser Essen", or „Abenteuer Auto“ each afternoon.

Are you interested? Would you like to check out ProSiebenSat.1 Welt yourself? In November 2009 you have the perfect opportunity: for Verizon FiOS customers a free preview will be offered. Simply tune in on channel 1788 and watch yourself. **GAT**





Globe  
Inventor: Martin Behaim  
Germany, 1492

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# "Green & Clean" in the U.S.



## PERSONAL BACKGROUND

I am holding a Masters degree in Business Administration (Diplomkaufmann) with majors in International Management and Logistics and a PhD in Social and Economic sciences (Dr. rer. pol.). I was trained and worked for the German Army as an officer in various positions in Germany and other countries like the U.S., Norway, and Albania. Some of my positions: Platoon-Commander, Press and PR Officer with the NATO Task-force AFOR, Controller for a Division (20K soldiers). After retiring as a Captain from the armed forces I first worked as a freelance Management Consultant and Assistant Professor and eventually founded this business in the United States.

## Why America

I fell in love with America in 1996 when I studied at Arizona State University at Tempe. It was the magnificent landscapes, the enthusiasm of the people and the entrepreneurial "can do" spirit. The following years I visited the U. S. several times always keeping an eye open for business opportunities.

*Karl Leutschadt of Hohenkammer offers plant-based cleaning products*

From an ecological point of view: The biggest positive impact on the environment one can achieve is by selling "bright green" products to the American public.

## Cultural Surprises

The biggest cultural surprise was about my self. I knew that people here are much more pragmatic, action oriented and inclined to improvise - which also means that they are more relaxed about such things as accuracy, thoroughness of analysis, quality etc. The first mentioned aspects of the culture are quite positive in my perception because they reflect a more hands-on attitude thus giving innovations a much greater chance to become quickly business reality.

While living in Germany I identified myself with these values, only to realize in America how German I really am and how poorly I can tolerate the latter mentioned downside of these values. For example: It still annoys me and I have to pull myself together if flawed processes of business partners affect me and I still feel very uncomfortable with 80%-solutions e.g. not to have all ducks in a row before I go to a presentation.





*Family Leutschaft: Karl, Karla and Ingmar*

### Biggest Challenge

The answer is clear: It is the recession and its implications on the retail and finance sector. After a market test in April 2007 and adjustments to the products (Americanization), we presented them at the "Natural Products Expo East/BioFach America" in October 2007. We were very enthusiastic after the show because we got lots of attention and interest from retail buyers. They promised to buy our products after the Christmas business is over. But by then the recession had kicked in and many, especially the bigger accounts, pulled back from the deal. We managed the rough start, but are now facing a second recession related challenge.

It is "credit crunch time" and therefore our biggest challenge right now is to find capital in order to support our growth. We could sell more, if financing would be available for startup companies, which do not have collateral that they can use to secure a loan. We had to retreat from talks with large retail chains, because we do not have the cash to pre-finance the production of the huge product quantities needed to secure the demanded service levels. It is really frustrating to get the brake shoes applied by these economic circumstances.

### Greatest Inspiration

Thinking in a business context, there is especially one sentence, which really moved me. Because

the word "inspiration" is derived from the word "spirit", I dare to quote the Bible although I would not describe myself as a very religious person.

On a visit to L.A. in 2006, I was reflecting on whether or not to start a business. Doubts, fears and thoughts of giving up came to mind. As I was walking down a street, I saw a stone embedded in the pavement of the sidewalk with these engraved words: "No one having put his hand on the plow and looking back is fit for the kingdom of God." (Luke 9:62) I instantly understood: Determination, resilience and staying focused on your goal is imperative if you are to take on a business endeavor. Once in a while, when problems pile up, I reflect on this quote.

### BUSINESS BACKGROUND

AlmaWin is renowned in Europe for being the front-runner in the field of dermatological and ecological safety. All AlmaWin products perform at least as good as conventional products. They are formulated to be safe for people with allergies and sensitive skin and to have the smallest possible environmental footprint as well as to be produced sustainably. Unlike most of the "green" washing and cleaning products on the U.S. market, AlmaWin can prove its claims by independent, third party certifications. >>

### FAST FACTS ALMAWIN USA

<b>Names of President:</b>	Dr. Karl G. Leutschaft
<b>Hometown:</b>	Hohenkammer, Germany
<b>Age of President/Partners:</b>	38
<b>Location:</b>	Foster City, CA
<b>Year Founded in the U.S.:</b>	2007
<b>Business Activity:</b>	Distribution of plant based (as opposed to petroleum based) washing and cleaning products to discerning customers concerned about the environment or their health! These products work as least as good as conventional detergents, are approved by dermatologists and are eco-friendly. Apart from having a clear conscience, we are convinced that our products are "best in class", worldwide.
<b>Number of employees:</b>	2



[www.almawin-usa.com](http://www.almawin-usa.com)



All products meet or exceed EcoGarantie® standards. This independent label indicates that the production process and the ingredients comply with the worldwide highest standards of sustainability and ecological responsibility. In addition to that renowned German dermatologists approved the products as hypoallergenic i.e. dermatologically recommendable.

From my various journeys through America, I knew that there are no comparable high quality products on the market. In addition to that, I was aware of the fact that more than half (54.6%) of all U.S. citizens test positive to one or more allergens and that allergic diseases affect as many as 40 to 50 million Americans. Now that describes quite sufficient the market gap which we try to fill by offering our healthy products.

In the year 2006 I realized, that environmental issues and their health implications would finally hit "Main Street America" within the next few months thus getting green products out of their niche and into the focus of mainstream consumers. The intention was (and still is) to take advantage of this shift in consumer awareness and changing shopping patterns by distributing the AlmaWin products in America.



In order to do that, we obtained the exclusive distribution rights from AlmaWin Germany and set up shop in Foster City (CA) - the linking pin between the dynamic Silicon Valley and the vibrant City of San Francisco. We are selling our products to retail stores either directly or indirectly through wholesale-distributors. Our main distribution channels are natural and health food stores. The products can be purchased in about 80 brick and mortar stores and 12 online stores. Most stores are located on the West Coast with Whole Foods being our biggest customer there. Right now we are about to develop the East Coast and the North West markets by establishing a broker and distributors network in those regions.

### Reason for Starting Business

We wanted to work on solutions for the challenges of our time and were looking for an area of activity where we could do that. There was of course also the desire to tap into the opportunities, offered by the evolving green economy.

### Source of Start Up Capital

The first round of financing is composed of equity from personal savings, family and friends and debt i. e. a loan from the German public bank Kreditanstalt für Wiederaufbau (KfW). Right now we are looking to put together a second round of financing, some mixture of equity and debt.

### Biggest Obstacle

Bureaucracy and bureaucrats which can be found on each side of the Atlantic, in governmental as well as corporate structures and have to be dealt with at every new stage of development of a business.

### Future Goals

We would like to see our products on the shelves of all major supermarkets here in the U.S. In a next step we intend to set up domestic packaging and manufacturing operations. The final goal is to become known as a "sustainability company" with a focus on water – its usage and availability. Beyond selling the most eco-friendly washing and cleaning products we want to cooperate with all sorts of domestic and international organizations in order to educate the public and promote water conservation by minimizing water use and avoiding pollution. **EAT**



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# Managing the Document Sensitivity Paradox

*When the most Confidential Documents have the most Readers Outside the Enterprise*

by Uli Mittermaier

If you think about your most confidential documents – such as audit reports, strategy presentations, board communication or M&A due diligence documents – they have one thing in common: They need to be shared with other parties, not only internally but also across corporate boundaries. These documents have to be reviewed and sometimes modified by auditors, management consultants or board members. Often, the more critical the information is, the more it needs to leave the secure environment of the enterprise.

How are documents being shared

today? If electronically, then they are very often sent as email attachments. This poses an inherently high security risk – emails are as open as postcards – and it is also very inefficient. Remember your latest contract negotiation when multiple parties made changes in a document? Typically the result is a versioning nightmare, with everyone losing track of who has changed what, and which is the latest version.

What can be done to overcome those challenges? A highly secure web-based workspace can solve these problems where all participants work on one central set of documents. As everything happens in one place all actions can be tracked, traced and archived to meet compliance objectives. At the end of the day, both end users and IT security benefit: End users get a convenient, easy-to-use environment that allows them to get their work done and share their confidential documents in an efficient and secure way. At the same time, IT can implement security policies transparently “under the hood” without impacting end users’ effectiveness.

What are some of the scenarios for a digital workspace?

## Areas of service and expertise

Recent macroeconomic changes have changed many boards as well: Where boards used to meet only once a quarter, now decisions have to be made very





quickly and board members need to be provided with a constant stream of information. No longer is it acceptable to send documents via time-delaying couriers. A virtual boardroom helps to distribute very confidential information instantly to all board members – no matter where they might be at that point in time. Additionally, digital watermarks and extended security functionality such as disabling printing or forwarding, protect highly confidential documents – even in “unsecured” IT environments.

### Group collaboration on documents, presentations and analyses

People often use email where delivery isn't assured or can be intercepted. It's easy to accidentally send to the wrong person with a similar name. A central document repository eliminates the need to send unsecured emails. Instead of working on a new version of a document and emailing it, a user can provide input to the document that rests in the repository and an automatic version control capability shows who has made changes to the document, the changes made, and when the changes were executed.

### Project collaboration with vendors, contractors, and remote employees

Again, traditional emailing can result in a communication being intercepted or being sent to the wrong individual, with projects



being delayed because emails have to be re-sent and/or it's unclear who has reviewed material in a timely manner, if at all. Within a secure workspace, one can send files safely, share large files, ensure all participants have the most recent version, track receipt and viewing, and accelerate workflow.

In all the cases above, security is built into the online environment where it is centrally managed and transparently enforced. Users experience the security as a by-product of the technology. The security, if they are aware of it at all, is viewed not as a hindrance but as a convenience that simplifies their work.

From the IT perspective, the deployment of a secure data environment eliminates the need to enforce heavy-handed security policies on reluctant users. Instead, the policies are enforced transparently and automatically, resulting in better security while reducing tension between IT and users. **GAT**



ABOUT THE AUTHOR

Uli Mittermaier is President and co-founder of Brainloop Inc. With offices in Boston and Munich, Brainloop was founded in 2000 and is a leading provider for software solutions that enable the secure management of confidential documents across the extended enterprise.



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**T**ranslation blunders have long been a source of amusement to consumer targets around the world. While these mistakes often make consumers giggle or even blush, they are anything but funny to the companies that lose credibility, respect or business as a result of an incorrect translation or cultural misstep.

The worst offenders are the companies whose slogans appear to have been translated directly from a dictionary by someone who clearly does not speak the language. Frank Perdue's famous slogan, "It takes a tough man to make a tender chicken" was plastered on billboards across Mexico in

a translation that amounted to "It takes a hard man to make a chicken affectionate."

Even when the translation is correct, it is important to remember that certain words may have connotations in one culture that they do not have in another. In England, a Swedish vacu-

um cleaner company used the slogan "Nothing sucks like an Electrolux." In the United States, where "sucks" has become a trendy word for something that is bad or of poor quality, this would not go over very well.

Other companies may get the words right, but create advertisements that are not in sync with the culture they are targeting. For example, a U.S. telephone company was ignorant about cultural relevancy when airing a television advertisement in South America in which a woman asks her husband to call a friend to say they would be late for dinner. This didn't make sense to the local women, who weren't likely to ask their husbands to complete a chore, much less be concerned about arriving late for dinner.

Machine translation, in which text is translated by a software program without human involvement, has opened up the floodgates on potential translation errors. In China, a restaurateur eager to attract an international clientele decided to display the restaurant's English name on the storefront next to its Chinese name. Unfortunately, the machine translation application







ABOUT THE AUTHOR

Dr. Jiri Stejskal, founder and president of CETRA, earned both M.A. and Ph.D. degrees in Slavic Languages and Literatures at the University of Pennsylvania and an Executive MBA degree at Temple University. He has more than 20 years of experience as a translator and has also taught undergraduate and graduate language courses as a part-time lecturer at the University of Pennsylvania since 1990. Dr. Stejskal currently serves as the President of the American Translators Association and Vice President of the International Federation of Translators.

Telephone: 215.635.7090 • [info@cetra.com](mailto:info@cetra.com)

he chose to perform the task was not working at the moment, and his restaurant now bears the English name “Translate server error.”

Using the Internet has also thwarted several Chinese restaurants’ attempts to get accurate translations at a low price. Menus have featured “Stir-fried Wikipedia with pimientos” and “Barbequed congo eel with Wikipedia and fermented bean curd.” Apparently, these would-be translators confused the name of the website with the name of the item they were trying to find.

While these examples are not likely to produce much more than a snicker from the tourists at whom they are directed, other translation errors can result in consequences that are not funny at all. In 2007, CNN was barred from working in Iran because it incorrectly translated statements made by the president regarding the country’s nuclear research. In healthcare, two out of every three mistranslations have clinical consequences, according to a 2003 study published by the American Academy of Pediatrics.

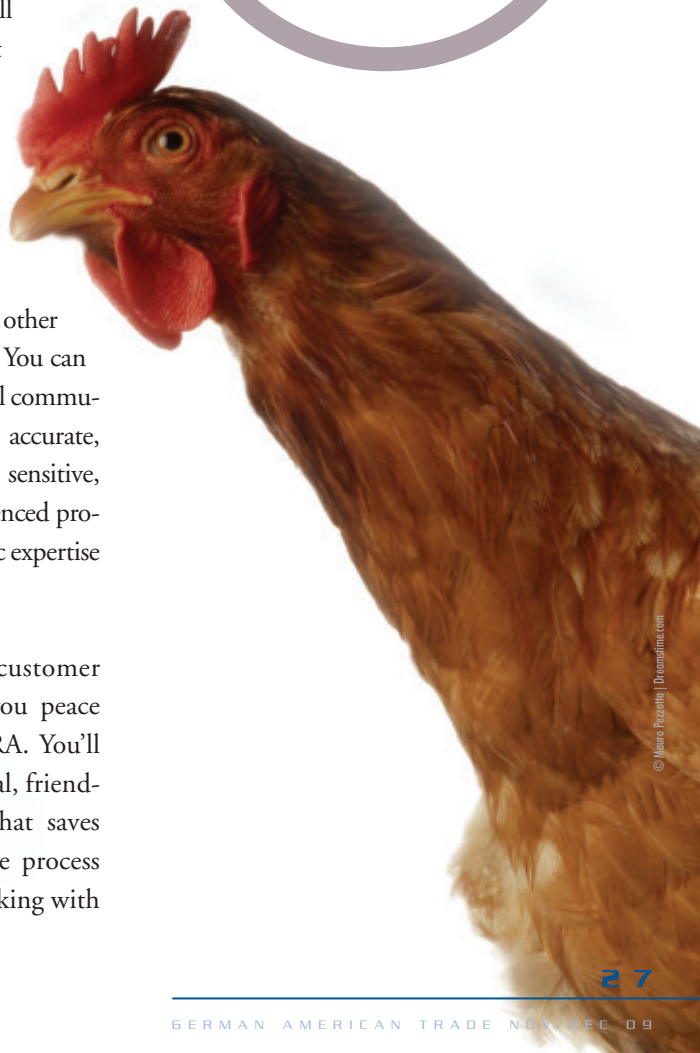
In 2001, Indiana-based Mead Johnson Nutritionals recalled 4.6 million cans of Nutramigen Baby

Formula due to misleading Spanish directions on bilingual labels. Though the problem was caught before any infants died or became ill, the cost for recalling and re-labeling the cans was exorbitant.

From the embarrassing to the deadly, translation mistakes come at a high cost. They can be avoided by using professional language services provider. CETRA Language Solutions will help you to get it right the first time around. CETRA’s services include translation, interpretation, localization, multilingual typesetting, voiceovers, transcriptions, and other language-related services. You can be sure your cross-cultural communications will always be accurate, on time and culturally sensitive, because CETRA’s experienced professionals have the specific expertise your business requires.

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“It takes a hard man  
to make a  
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ABOUT THE AUTHOR

An authority on legal ethics, **Helena S. Younossi** is an accomplished speaker and trainer, providing high-level training on immigration matters and the California Rules of Professional Conduct. She has developed and presented numerous immigration law training seminars for in-house counsel, human resource professionals and staffing departments, as well as training for the legal staff, associates and partners at her prior firm. A native speaker of Farsi and German, she is also fluent in English and French.

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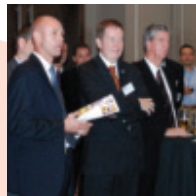
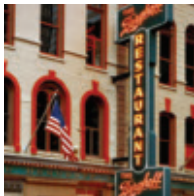
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9/16 & 10/21

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at The Berghoff

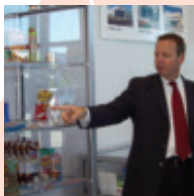


9/28 Germany after Election  
Day - Panel Discussion  
and Luncheon



9/1-3 GACCoM's  
Renewables Roadshow

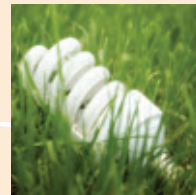
9/17 Open House:  
Herrmann Ultrasonics



9/23 German Night at  
Design & Manufacturing  
Midwest / Assembly  
Technology Expo



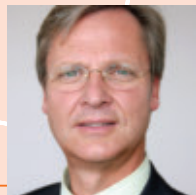
10/22 Breakfast: Financial  
Stability in an Unstable Market  
- with Deutsche Leasing USA



9/23 GACCoM's 7th HR  
Executive Circle

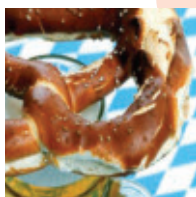


10/26 Dr. Martin Wansleben, CEO  
of the Association of German  
Chambers of Industry and Commerce,  
on "Germany after the Elections"

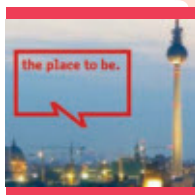


9/15 MN Chapter:  
Renewable Energy  
Opportunities in Germany

San Francisco, CA

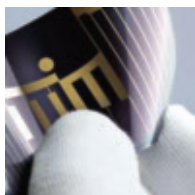


10/8 5th Annual Oktoberfest  
Networking Reception



● Anaheim, CA

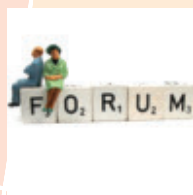
10/26 SOLON Berlin Night



10/28 Solar Power  
09 Luncheon "Setting  
the Framework  
for Future Growth"



10/3 CO Chapter:  
Edelweiss Foundations  
"German Day"



10/8 CO Chapter:  
"Treffpunkt Business"  
Leads Forum

● ● Golden, CO

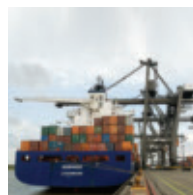


9/24 CO Chapter:  
Speakers Dinner Fundraiser

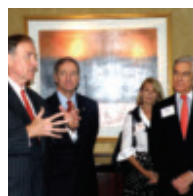
9/15 Young Professional  
"Social Mixer"



9/17 Business Luncheon  
"Current Developments  
of the Port of Houston"



9/17 Business Luncheon  
"The Global Financial  
Architecture: Defining  
America's Role"



9/29 Solar Boom  
in Florida: 3rd German  
American Solar Energy  
Conference, Orlando, FL



9/30 "After Hours"  
Business Networking





# GACC Highlights

*September/October 2009*



10/2 MN Chapter:  
Unity Day Reception

Minneapolis St. Paul, MN



10/7 MI Chapter:  
Unity Day Reception

Rochester, MI

Chicago, IL



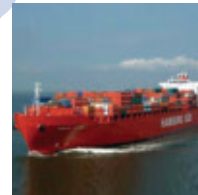
9/28 Germany after  
the Election - A Panel  
Discussion with Leading  
German Correspondents



10/27 European Chambers  
Fall Networking Event 2009  
- Manhattan Boat Cruise

New York, NY

Philadelphia, PA



9/24 International  
Business Outlook 2010



10/20 Luncheon  
and Discussion  
with Dr. Jackson Janes

## GACC SOUTH 14TH ANNUAL GALA

10/3: The GACC South celebrated their 14th Annual Gala in high style at the prestigious St. Regis Hotel Atlanta with 470 sponsors, members and friends of the the German-American business community as well as high ranking officials from the City State of Bremen and the State of Lower Saxony in Germany. BLG Logistics was this year's sponsor and the City State of Bremen took on the patronage of the Annual Gala.

Atlanta, GA



9/10 "A Taste of  
Germany" Pfifferling  
Gourmet Dinner



Houston, TX

10/3 GACC South  
14th Annual Gala



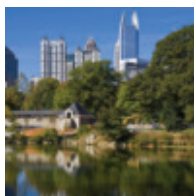
10/15 Business Seminar  
"ERISA Investigation  
and Other 401k Related Topics"



10/22 Business Seminar  
"Product Liability"



10/5-9 International  
Environmental Trade Mission



Hamburg

Düsseldorf

Frankfurt

Stuttgart

München



9/14-18 Roadshow  
through Germany



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# EVENT CALENDAR

November 2 -December 7, 2009



**Nov. 2**

Focus: Renewable Energy

Held by GACC New York  
New York, NY  
[www.gaccny.com](http://www.gaccny.com)



**Nov. 3**

YEC European Social Mixer

Held by GACC South  
Atlanta, GA  
[www.gaccsouth.com](http://www.gaccsouth.com)



**Nov. 3-6**

U.S. Solar Business Delegation  
to Germany

Held by GACC San Francisco  
**Baden Württemberg, Germany**  
[www.gaccsanfrancisco.com](http://www.gaccsanfrancisco.com)

**Nov. 4**

CO Chapter:  
CU and GACC Student Career Day

Held by GACCoM CO Chapter  
**Boulder, CO**  
[www.gaccco.org](http://www.gaccco.org)

**Nov. 6**

Annual Executive  
German Wine Dinner

Held by GACCoM  
**Chicago, IL**  
[www.gaccomm.org](http://www.gaccomm.org)

**Nov. 9**

WindEnergy Business  
Networking Reception

Held by GACCoM  
**Chicago, IL**  
[www.gaccomm.org](http://www.gaccomm.org)

**Nov. 10**

WindEnergy Business Conference

Held by GACCoM  
**Chicago, IL**  
[www.gaccomm.org](http://www.gaccomm.org)

**Nov. 10**

"The Future of Green Buildings":  
2nd German American Energy  
Efficiency Conference

Held by GACC South  
**Houston, TX**  
[www.gacctexas.com](http://www.gacctexas.com)

**Nov. 12**

WindEnergy Business  
Networking Reception

Held by GACCoM CO Chapter  
**Golden, CO**  
[www.gaccco.org](http://www.gaccco.org)

**Nov. 12**

Seminar H1N1 (Swineflu)

Held by GACC South  
**Atlanta, GA**  
[www.gaccsouth.com](http://www.gaccsouth.com)

**Nov. 16-17**

U.N.-Procurement Seminar  
New York 2009

Held by GACC New York  
**New York, NY**  
[www.gaccny.com](http://www.gaccny.com)



**Nov. 17**

"After Hours" Business  
Networking sponsored by INP

Held by GACC South  
**Atlanta, GA**  
[www.gaccsouth.com](http://www.gaccsouth.com)

**Nov. 17**

Annual Fall Dinner

Held by GACCoM MI Chapter  
**Birmingham, MI**  
[www.gaccmi.com](http://www.gaccmi.com)

**Nov. 18**

Transatlantic Logistics Conference

Held by GACC South  
**Atlanta, GA**  
[www.gaccsouth.com](http://www.gaccsouth.com)

**Nov. 18**

YEC Stammtisch

Held by GACCoM  
**Chicago, IL**  
[www.gaccomm.org](http://www.gaccomm.org)

**Nov. 19**

German American Business  
Outlook Press Briefing  
& Reception

Held by GACC & RGIT  
**Washington, DC**  
[www.ahk-usa.com](http://www.ahk-usa.com)

**Nov. 20**

GALA 2009  
20th Annual Benefit Event

Held by GACC PHL  
**Philadelphia, PA**  
[www.gaccphiladelphia.com](http://www.gaccphiladelphia.com)

**Nov. 25**

Tree Lighting Ceremony  
& Opening of the Christkindlmarket  
Chicago 2009

Held by GACCoM  
**Chicago, IL**  
[www.gaccomm.org](http://www.gaccomm.org)

**Dec. 1**

RSNA German Night Reception

Held by GACCoM  
**Chicago, IL**  
[www.gaccomm.org](http://www.gaccomm.org)

**Dec. 2**

Transatlantic Climate Bridge

Held in cooperation with the  
GACC South  
**Atlanta, GA**  
[www.gaccsouth.com](http://www.gaccsouth.com)

**Dec. 3**

GTal Conference:  
"Commercializing Future  
Technologies: Investing  
in the Nanotech-Regions  
of Eastern Germany"

Held by GACC San Francisco  
**San Jose, CA**  
[www.gaccsanfrancisco.com](http://www.gaccsanfrancisco.com)

**Dec. 3**

Holiday Party 2009

Held by GACCoM MN Chapter  
**St. Paul, MN**  
[www.gaccomm-mn.org](http://www.gaccomm-mn.org)

**Dec. 4**

YEC Holiday Reception  
at Christkindlmarket

Held by GACCoM  
**Chicago, IL**  
[www.gaccomm.org](http://www.gaccomm.org)



**Dec. 4**

Christkindlmarket Lantern Parade

Held by GACCoM  
**Chicago, IL**  
[www.gaccomm.org](http://www.gaccomm.org)

**Dec. 7**

GTal Conference:  
"Commercializing Future  
Technologies: Investing  
in the Nanotech-Regions  
of Eastern Germany"

Held by GACC South, Houston Office  
for Germany Trade and Invest  
**Austin, TX**  
[www.gacctexas.com](http://www.gacctexas.com)





# Strategizing for the recovery... diversification is the key!

**GAT:** What approach does your company take to ready itself for the economic recovery?

**WAGNER:** BESTAR is mainly supplying specialty steel products for the cutting tool industry. Prior to 2006, our primary focus was steel for tools used in the wood industry. The decision to expand our product offering into tool steels was seen as a natural evolution of our growth strategy at the time, however with the downturn in the U.S. housing industry, this decision turned out to be a major factor in our continued success in North America. I believe that any recovery from the recession will be erratic and vary from industry to industry. For BESTAR, diversification of the industries we supply with tool steel will be the key for further growth.

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

**WAGNER:** In 2008 about 1,330 million metric tons of crude steel were produced globally. 103 million tons were produced by the largest steel company; hence, one company alone was responsible for about 8% of the global steel production. The second largest company "only" supplied 2.8%. There is a concentration of industry

power with one company which limits competition and therefore is at least partially to blame for the price developments we have observed in the last 24 months. On the other hand many steel companies invested into new capacity in the past 2-3 years. In the given market climate with sluggish demand it will be difficult for them to bring this capacity online.

**GAT:** You have been a Director on the Board of the German American Chamber of Commerce of the Southern U.S. since earlier this year. How do you see the role of our chamber and how has your company benefited from your board membership?

**WAGNER:** I believe the Chamber needs to support existing business as well as attract new business for the respective region. It has always been my ambition to promote investing in the U.S., especially in the Southeastern U.S. We need to assure German companies that the U.S. economy has a strong future ahead and that Americans have the unique ability to reinvent themselves if necessary. For BESTAR the GACC has been a good platform to network with other executives. The more you get involved the more your company can benefit from the Chamber organizations. **GAT**

*Dennis Wagner is the President and CEO of BESTAR LLC and Director of Business Development of BESTAR in Germany. He has established BESTAR's presence in Atlanta in 2001. Today he is responsible for BESTAR's activities in the Americas and in Asia. He has been a member of the GACC South since 2001 and has been serving on the Board of Directors since early 2009. The GAT asked him to share his perspective on the challenges of a steel company in the U.S. and globally.*



BESTAR LLC is a subsidiary of BESTAR Stahlhandels-gesellschaft Remscheid mbH and has 3 locations in the U.S. They supply specialty steel products in strip, sheet, plate, flat and round bar for tools. BESTAR mainly serves industrial saw and knife manufacturers in wood, pulp and paper, food slicing, metal and stone cutting industries.

## Dennis Wagner

President & CEO at BESTAR, LLC  
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