

GERMAN AMERICAN TRADE

NOV/DEC 2012



Get on Board the New Europa 2 with Hapag-Lloyd Cruises

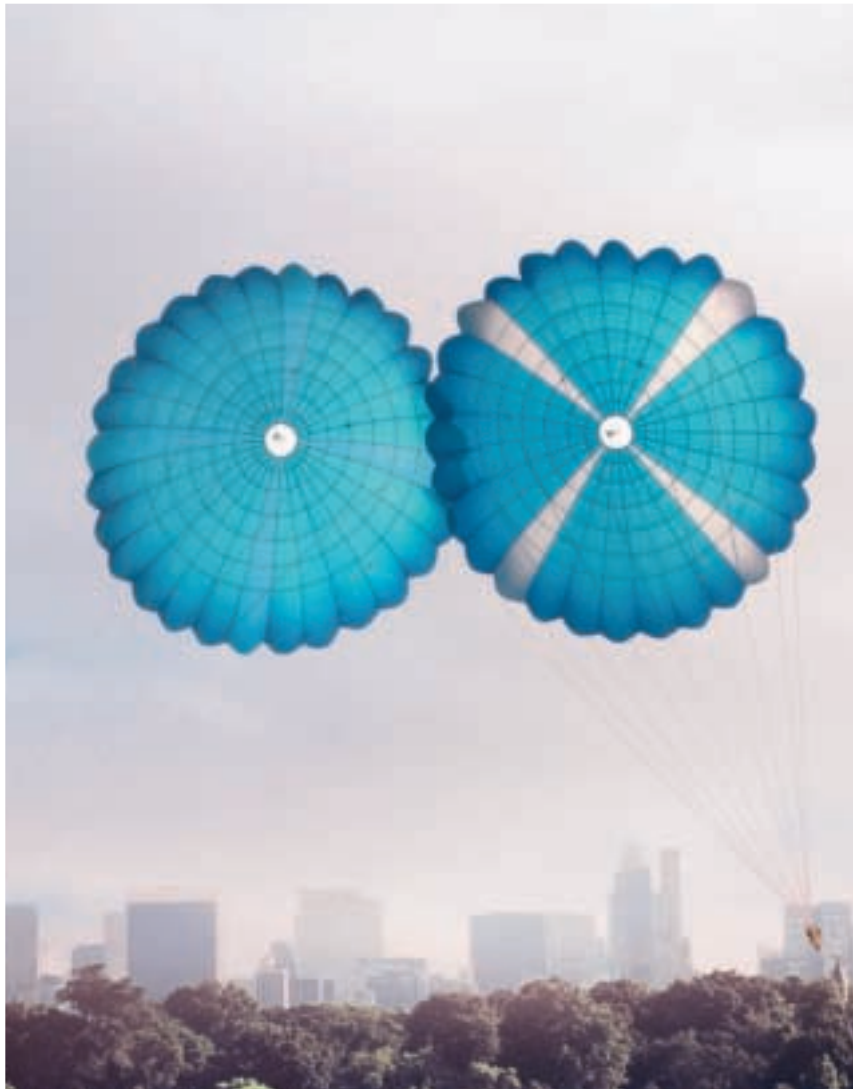
**Wanted: Technical Skills!
A German Education Model Goes Global**

**Welcome to the C-Suite:
Interview with Bill Graham
President & General Manager of Beiersdorf, Inc.**

Nov/Dec 2012 • Vol. 23 • No. 6 • \$5.00



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I will keep a suitcase in New York!

My six years at the helm of the German American Chamber of Commerce in New York were exciting, challenging, happy, sometimes sad - but all in all extremely rewarding. I could not have hoped for a better preparation for my next post as Chief Executive of Germany Trade and Invest in Berlin.

Here in the U.S., we have come a long way - within our organization we have created unity where there was divisiveness in the past. Today, we are the German Chamber Network - AHK USA, speaking with one voice. Through constant collaboration between our six offices we have established synergies, which now benefit our 2,500 member firms and clients, with improved services and many business events to choose from.

But as you know, also from a transatlantic perspective, the last six years were eventful: The housing bubble burst, bringing on one of the worst financial crises in history. In 2008 we witnessed, just up the road from our Chamber offices, how Lehman employees carried out their office boxes. Four years later, things are looking up, the American auto industry has survived and the recent manufacturing index is looking optimistic. The top 50 German companies in the U.S. have added over 35,000 jobs in 2011, with blue



Dr. Benno Bunse

chips such as Siemens employing 60,000 people alone. As a German it made me proud to see the "sick man of Europe" recover and emerge as an economic power house, going strong despite the euro zone hackles. Back in Berlin, I am looking forward to promoting Germany as a business and technology location and and continuing to strengthen German-American ties, this time from the other side of the Atlantic.

I would like to thank my team in New York, my colleagues in the other Chambers, our Board of Directors, our Chairman Caroll Neubauer and and of course, you - our members for a fantastic six years!

THANK YOU und Auf Wiedersehen!

Sincerely,
Dr. Benno Bunse

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Google Buys Developer of Top iOS Photo App

Google announced that it has acquired Nik Software, a German software company behind the popular photo application Snapseed on Apple's iOS platform. Nik Software offers photo editing tools for amateur and professional photographers. As for the social networking competition between Facebook and Google, Google+ and Snapseed do not have the popularity of Facebook and Instagram. Google is expected to use Nik Software to develop photography apps for Google+.

>> english.cri.cn

Springfield, OH - Good Fit For MEVA Formwork Systems

German-based MEVA Formwork Systems – which manufactures rents and sells formwork products in the concrete construction industry – announced a \$2.5 million expansion at its North American Headquarters in Springfield, Ohio. The expansion will bring 15 new jobs that pay around \$42,000 a year over three years. Covering major markets like Chicago, Toronto, Nashville, Cincinnati, Baltimore and St. Louis, the German company chose Springfield as its headquarters for its central location.

>> www.springfieldnewsun.com

Rohde & Schwarz to Expand in MD

Rohde & Schwarz, a world leading manufacturer of test and measurement, communications and broadcasting equipment, broke ground on a 55,000 sq. ft. facility at 6821 Benjamin Franklin Drive in Howard County. The company currently occupies 40,000 sq. ft. on Robert Fulton Drive, also in Columbia. "We are very pleased to work with Rohde & Schwarz and Howard County to support the continued growth of high-tech manufacturing in Maryland," said Christian Johansson, Secretary, Maryland Department of Business of Economic Development.

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Samsung Beats Apple in Germany

In the German round of the ongoing patent dispute between Apple and Samsung, the South Korean company has been found innocent. The Mannheim Regional Court ruled that Samsung was not in violation of Apple's patents on features related to touch-screen technology, revealed Samsung spokesperson Jason Kim. Joachim Bock, a court spokesman, confirmed the ruling.

>> theinformationdaily.com

Are the U.S. and Europe Headed for a Trade War Over Airline Carbon Fees?

The U.S. Senate unanimously passed a bill to try to block a European Union plan to cap carbon emissions on all flights in and out of Europe. The bill sets the stage for a cross-Atlantic showdown that could get unruly. The tempest started back in January, when a new EU law went into effect requiring all flights that take off from or land in Europe to buy allowances for their carbon emissions.

>> www.washingtonpost.com

ThyssenKrupp North America to Build \$13-Million Processing and Distribution Center in AL

ThyssenKrupp Materials North America, Inc., a leading provider of production materials and integrated service solutions for the North American market, today announced it will be investing \$13 million to build a new materials processing and distribution center in Woodstock, Alabama, under the company's Coil Processing Group. Construction of the new facility, which will employ 20 during the first year of operations and up to 45 within the next five years, is scheduled to begin immediately. Hiring is scheduled to begin in early 2013.

>> www.ThyssenKrupp.com

PBS Interview of the Week: Who Stole the American Dream?

American corporate leaders firmly believe that they cannot afford to raise wages because it would destroy America's competitiveness. But that does not explain how German companies raised their wages levels five times faster than U.S. companies and did better in the global marketplace than the U.S. While the nation was piling up \$6 trillion in trade deficits from 2000 to 2010, Germany had \$2 trillion in trade surpluses despite facing the same low-wage competition from China, India and Asia. In addition, Germany's corporate managers and trade union leaders figured out how to keep the best jobs in Germany instead of

off-shoring them. With the result that Germany still has 21% of its workforce in manufacturing, while the U.S. has only 9 percent.

>> www.pbs.org

AmCham Germany Releases Top 50 Ranking of U.S. Companies in Germany

AmCham released its annual sales-based ranking of the largest U.S. companies and subsidiaries in Germany based on revenues in 2011. According to the ranking, sales of American subsidiaries in Germany grew slightly overall last year. Germany profits from strong exports and therefore also from demand from abroad, including developing countries.

>> www.amcham.de



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



Delos, Design by E005

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NIH Awards Major Contract to Germany's Evotec

Germany's Evotec AG announced that it has entered into a multi-year compound management agreement with the National Institutes of Health (NIH), Department of Health and Human Services, for the operation of a Small Molecule Repository. The contract (funded in its entirety by NIH) covers a period of up to ten years and has a total estimated value of up to EUR 60 million (approx. USD 75 million).

>> www.evotec.com

E.ON Sells 50 Percent of Shares in Three Wind Farms


E.ON recently made an unexpected move - apparently, the German utility company sold at least 50 percent of its shares in three United States wind farms. These three wind

farms are able to produce some 433MW of power and are located in Texas and Pennsylvania. E.ON still holds the remaining interest in the farms and is still going to be responsible for the operation and maintenance of the farms as well. It is assumed that E.ON was in need of money generated by selling off nearly half of its shares in the wind farms.

>> www.electric.co.uk

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GERMAN & AMERICAN STATS & FACTS

	U.S.	GER
Number of teenage pregnancies per 1,000 girls in '06	41.9	10.1
Retail sales of beer , liters per head of population in '09	60.6	66.9
Cinema visits per head '09	4.5	1.6
Number of cars per 1,000 population in '09	435	502
Hospital beds per 1,000 population	3.1	8.2

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in Germany

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America Search

www.americasearch.us.com

Development Authority of Bulloch County

www.statesboro-chamber.org

Ehrlich Personnel

www.ehrlichpersonnel.com

Euler Hermes North America - Charlotte, NC

www.eulerhermes.us/en/the-company/the-company.html

Foa & Son Corporation

www.foason.com

Freudenberg North America Limited Partnership

www.freudenberg.us

Gates and Company

www.gatesandcompany.com

Gehr Plastics, Inc.

www.gehplastics.com

Gray Construction

www.gray.com

Hancock Bank

www.hancockbank.com

Haver & Mailänder

www.haver-mailaender.de

IMS, LLC

www.consultingims.com

KUP Solutions LLC

www.kup-solutions.com

Leicht New York

www.leichtnewyork.com

Lindörfer + Steiner GmbH

www.ls-kunststofftechnik.com

LT Marketing

www.LTMarketing.com

Mapp2you GmbH

www.mapp2you.com

McMillan Pazdan Smith Architecture

www.mcmillanpazdansmith.com

Mederer U.S.A., Inc.

www.efrutti.com

MM Global Logistik GmbH

www.mm-globallogistik.de

Moll Systems U.S., Inc.

www.moll-usa.com

NOVA Engineering and Environmental

www.usanova.com

Paychex, Inc.

www.paychex.com

Promontory Growth and Innovation

www.promgrowth.com

Pulaski/Giles County Economic Development Commission

www.gilescountyedc.com

Ramenwerk LLC

www.ramenwerk.com

Schroedahl International Corporation

www.schroedahl.com

Siemens

www.siemens.com

Stockheim Media GmbH

www.stockheim-media.com

The Chicago Corporation

www.thechicagocorp.com

The Joplin Regional Partnership of Southwest Missouri & Southeast Kansas KS

www.joplinregionalpartnership.com

The Law Office of Christian S. Kelso, PLLC

www.christiankelso.com

The Ritz-Carlton, Atlanta

www.ritzcarlton.com

Trade Show Navigators, LLC

www.tradeshownavigators.com

V-LINE USA -

Varioline Spare Parts Services Inc

www.v-line.com

Wells Fargo International Group

www.wellsfargo.com

Get on Board the New Europa 2 with Hapag-Lloyd Cruises

Tie & Tuxedo Stay at Home



Hapag-Lloyd Cruises, a 100% subsidiary of TUI AG, is the leading operator of expedition and luxury cruises in the German-speaking countries. The fleet includes the cruise liners Europa (5-star+*), Hanseatic (5-star*), Bremen (4-star+*) and Columbus 2 (4-star*). In 2013 the Europa 2 will be added to the fleet. For now, the Europa 2 is still in the shipyard in St. Nazaire, France – with the final touches being put on. Its maiden voyage will be from May 11-25, 2013 – taking passengers from Hamburg to Lisbon.

Until now, the Hamburg cruise line has counted on an audience with traditional expectations when it comes to high-class cruising. And with success indeed – the Europa has ranked as the worldwide #1 cruise liner since its commissioning in 1999.*

The newly built Europa 2 has a slightly different target audience in its focus. The new ship offers an international feel for sophisticated cosmopolitan travelers accommodating their busy professional lives with compact itineraries and the highest possible degree of individuality.

** according to Berlitz Cruise Guide 2013*

Pool Area of Europa 2



Hapag-Lloyd Cruises

Great moments. Truly exclusive.

In practice, this means getting rid of traditional and old-fashioned on-board rituals. Passengers will neither come across welcome or farewell galas nor the ever so popular Captain's Dinner. Tie and tuxedo can be left at home. Instead, the ambience on board will be modern, stylish and casual. And above all, guests can look forward to a lot more personal space.

The Europa 2 aims to be a spacious 5-star experience – it only offers suites with balconies ranging from 301sqf to 1040 sqf, excluding the 100 sqf balcony. All suites are equipped with state-of-the-art telecommunications.

Passengers traveling with their families can count on a “deluxe day care” for children 2 years and up – from the Steiff Teddybear Käpt'n Knopf Cuddle Lounge to the Teens' Club where older kids can go their own way. A maximum of 40 of the 515 passengers will be children. The day rate per passenger amounts to an average of EUR 600 (USD 720). And since the busy guests usually don't have a lot of time, a cruise is between 7 to 12 days at the most.

Just as for the older sister ship, service on the new cruise liner is of the utmost importance. Doing one's math, there's one crew member per 1.4 guests. Passengers will be able to choose from the ship's 8 restaurants during their trips and can even attend cooking

classes in the ship's very own cooking school.

About 50% of the new crew members have already worked on the Europa. The regulars among passengers will be reunited



Hapag Lloyd Cruises' Mascot Käpt'n Knopf

Dr. Wolfgang Flägel, Managing Director Hapag-Lloyd Cruises



GAT: Why has HLC decided to promote the Europa 2 to the American market?

Dr. Wolfgang Flägel (WF):

Overall, the English-language market is important to us, be it the United States, Australia or the United Kingdom. A first positive trend is already discernible – we already received bookings from these countries even before the publication of the first English-language catalogue.

GAT: Which services do you offer to accommodate the English-speaking traveller?

WF: In order to meet the requirements of our international guests, any on-board information will be provided in both German and English. In addition, vast elements of the entertainment program, for instance the production shows, do not rely on language. The on-board announcements are generally reduced to a minimum anyhow and will always be bilingual. Of course our crew as well as our lecturers all speak English fluently. ■

with Captain Friedrich Jan Akkermann, as well as with Johann Schrempf, the ship's manager, and Chef Stefan Wilke.

The size of the ship is a major advantage – with a length of 225 meters/739 feet and a draft of 6.3 meters/20.7 feet, the Europa 2 is capable of calling at small, rarely visited ports such as Bonifacio and Portofino, which is not an option for most larger ships. Furthermore, a total of twelve Zodiacs will be on-board, to take passengers to

lagoons and beaches, for example, in remote parts of Southeast Asia where ships can't dock. ■

For Reservations in the USA and Canada:

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1-877-445-7447

For more information on
Hapag-Lloyd Cruises' exciting
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>> www.hl-cruises.com.

Selected Cruises

Island Beauties and visit to the Eternal City (7 days)

EUX1303: starting at 4,660 USD (4.490 EURO)

8-Jun-2013 15-Jun-2013 from Monte Carlo/Monaco to Valletta/Malta

Visiting: Bonifacio/Corsica/France, Porto Cervo/Sardinia, Porto Rotondo/Sardinia, Civitavecchia(Rome), Sorrento, Capri, Lipari/Lipari Islands, Vulcano/Lipari Islands, Passage Strait of Messina and Catania/Sicily/Italy

The Legendary Riviera (7 days)

EUX1305: starting at 4,720 USD (4.490 EURO)

22-Jun-2013 29-Jun-2013 from Barcelona/Spain to Monte Carlo/Monaco

Visiting: Calvi/Corsica/France, Livorno (Florence) and Portofino/Italy, Le Lavandou, St. Tropez and Marseille/France

Mediterranean Charm and Scenic Appeal (7 days)

EUX1310: starting at 5,080 USD (4.890 EURO)

27-Jul-2013 3-Aug-2013 from Valletta/Malta to Barcelona/Spain

Visiting: Trapani/Sicily and Cagliari/Sardinia/Italy, La Savina/Formentera/Balearic Islands, Ibiza/Balearic Islands, Palma de Mallorca/Balearic Islands and Valencia/Spain

On Trails steeped in History in the Black Sea (7 days)

EUX1318: starting at 5,020 USD (4.890 EURO)

28-Sep-2013 05-Oct-2013 from Istanbul/Turkey to Istanbul/Turkey

Visiting: Sochi/Russia, Sevastopol, Odessa and Yalta/Ukraine, Passage Bosphorus Strait, Turkey



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- Cruise traditions can be expected aboard EUROPA; while on the EUROPA 2, there will be no Captain's Dinner
- The EUROPA has fixed meal times; on the EUROPA 2 there is flexibility – guests can choose to dine when they wish within the opening times of the respective restaurant
- The EUROPA offers world tours; the EUROPA 2 offers shorter routes, ideal for working people and families

Anything but Dirty – 21st Century Manufacturing Jobs

Wanted: Technical Skills!

A German Education Model Goes Global

By Nicola Michels, GACC New York and Stefanie Jehlitschka, GACC South

According to a recent quick poll on skills, conducted by the German American Chambers of Commerce among German subsidiaries, 82% of respondents reported difficulties in finding employees with the right skill set.

Most wanted is the STEM (science, technology, engineering and math) skill set, candidates with this background are especially hard to find. Therefore, 93% of companies rely on in-house training to bring their employees up to speed, 43% have developed some form of partnership with a local community/technical college or a university and 22% have established an in-house training facility.

Most notable examples include Siemens (together with other German subsidiaries in North Carolina) – offering a four-year mechatronics program

in cooperation with the Central Piedmont Community College. Stihl in Virginia Beach has a long established in-house training facility. Volkswagen has been successful with its Chattanooga Training Academy, where up to 24 trainees are enrolled in a mechatronics program. In Alabama, Mercedes-Benz has just joined forces with Tuscaloosa City Schools to form a “Workforce Development Academy” enrolling school graduates in a two year apprenticeship with Mercedes and Shelton State Community College.

Vocational training in the Federal Republic of Germany is provided on the job and in vocational training schools. Based on what is referred to as the dual system, practical vocational training is given at work backed up by theoretical training and general education provided in vocational training schools. This system dates back centuries to the middle ages. The “Zünfte and Hansen” were the predecessors of today’s unions and trade associations.

There is no “blue collar” stigma attached to vocational training in Germany – in fact, the tradition is carried on with pride – almost 60% of German school graduates start out with an apprenticeship, roughly 1.5

million youths annually. This results in the lowest youth unemployment rate of only 7.9% of any industrialized nation in the world.

Across the board, from bank clerks and plumbers to mechanics and electricians, about 90% of apprentices successfully complete their training, based on figures by the German government.

The apprenticeships vary in length, usually between two and three-and-a-half years. The average training “allowance” is 680 EURO per month and about 50% of the trainees stay on with the company that trained them.

On the other side of the Atlantic, here in the United States, an “academic drift” has taken hold, promising guaranteed employment and high earnings potential after the completion of a 4-year college degree. Meanwhile, tuition fees have increased by over 900% since 1978. Most of the students have to work their way through college with several jobs and juggling academic responsibilities at the same time. In fact, in 2010, student debt eclipsed credit card debt as the second-largest consumer debt in the country (second only to mortgage debt, surpassing \$1 trillion in total).



Tuscaloosa Schools Superintendent Dr. Paul McKendrick (standing), Markus Schaefer of Mercedes Benz USA Intl. and Dan Meissner, Chairman of the Board of Education, took part in a signing ceremony in late September marking the kick-off of the Tuscaloosa City Schools Workforce Development Academy.

So what career options does America's youth have if they opt out of the academic path? Currently, only around 388,000 apprentices are enrolled in U.S. programs.

Recent training initiatives as mentioned above, implemented by German subsidiaries are also increasingly adopted by American enterprises such as Caterpillar or Raytheon and are beginning to show positive effects.

The German Embassy is approaching the subject matter on a political level and state-by-state: Through the "Skills Initiative" the German Embassy is bringing together German and American businesses and local education/training providers with the aim of developing training programs best suited to businesses' needs. In cooperation with the German American Chambers of Commerce, roundtable discussions are being planned in numerous U.S. states. The German American Chambers of Commerce are also approaching the

topic on the business level. Together with the German Association of Industry and Trade (DIHK) in Berlin as well as the Representative of German Industry and Trade (RGIT) in D.C. they are developing quality standards for curricula which will result in U.S. based companies being able to receive a German certification of their dual vocational training programs. This service will be made available starting in fall 2013.

In 2012, for the first time, the German American Chambers of Commerce are presenting the GACC Award for the "Trainee of the Year" as part of their annual survey presentation "German American Business Outlook" on Dec 3, 2012 in New York City. Sponsored by Lufthansa and Festo, the finalist, selected by an expert jury, will win a trip to Berlin, Germany. ■

Germany has the lowest youth unemployment rate of only 7.9% of any industrialized nation in the world.

Further Info:

Nominate your best trainee for the GACC Award "Trainee of the Year"

>> www.ahk-usa.com/gacc-award

German American Business Outlook

>> www.ahk-usa.com/gabo

Representative of German Industry & Trade on vocational training

>> www.rgit-usa.com/issues/vocational-education-and-training/

German Embassy Skills Initiative

>> www.germany.info

Trainee Award Participation Requirements:

- Employer (U.S. subsidiary of a German firm) nominates trainee;
- Trainee must be a U.S. citizen;
- Trainee works full-time and receives remuneration;
- Overall training lasts a minimum of 2 years;
- Training follows a standardized program/structure;
- Physical separation of work and learning spaces;
- Training is conducted by a designated trainer;
- Trainee receives a certificate at the end of training.

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GACC Award
Trainee of the Year

For the first time the GACC's are presenting the GACC Award at the German American Business Outlook event, recognizing outstanding German subsidiaries that demonstrate excellence in workforce training.

Application details:

www.ahk-usa.com/gacc-award.
The "Trainee of the Year" wins a trip to Germany.

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FESTO

Is Germany Growing More

by Dana Scherle, Deutsche Welle

"In general, the picture for immigrants has changed for the better – with the exception of a few groups."
– Klaus Bade

Studies show that increasing numbers of highly skilled immigrants are coming to Germany. They face a number of hurdles, but there are positive signs in the country's changing attitudes toward them.

"So, how'd you learn to speak German so well?" - It's a question journalist and TV moderator Elif Senel hears all the time, despite being born in Germany.

"However," she said, "I've noticed a difference between generations: Only older people ask that because

for younger Germans, it's totally normal that someone with a non-German sounding name is still German."

Senel's parents moved to Germany from the Turkish region of Anatolia in the 1970s, and her father was among the so-called guest workers who were recruited for manual labor beginning in the 1950s.

After German reunification, many members of German minority groups who lived abroad sought repatriation in Germany. And in the first decade of the 21st century, many highly qualified immigrants have entered Germany: in 2009, 21 percent of the newcomers had a highly specialized skill set and job, according to a study by the Cologne-based Institute for Economic Research.

"Since increasing numbers of highly-qualified people are coming to Germany, the image of the educated immigrant is beginning to overshadow the picture of the unskilled laborer," said immigration expert Klaus Bade, who led the Expert Council of German Foundations on Integration and Migration (SVR) until July 1.



Open to Immigrants?

A positive picture – with a few exceptions

“In general, the picture for immigrants has changed for the better – with the exception of a few groups,” said Klaus Bade, who notes that there has been a long list of migrant groups targeted as problematic. “In the 50s, it was the Italians, who were supposedly chasing German girls, and in the 80s and 90s, it was the idea of criminals from Eastern Europe, and today, it’s primarily the Roma from non-EU states like Romania and Bulgaria, who come to Germany.”

Bade adds that public resentment toward the Roma leads “to a distorted picture of Romanians and Bulgarians,” despite the fact that many well-qualified individuals from these countries seek to move to Germany.

Muslims represent a second exception to the increasingly positive picture of immigration Germans



Klaus Bade criticizes German attitudes toward Muslims

have, criticizes Bade. “Publications like the book ‘Deutschland schafft sich ab’ (Germany Does Away with Itself) by Thilo Sarrazin shore up anti-Islamic agitation by claiming that Muslims are dangerous and tend to be fundamentalists,” he said.

Elements of the debate about Sarrazin’s controversial book, which derides integration attempts as a failure, are reflected in the results of the Immigration Barometer, an annual report by SVR.

“At the end of 2009 – before the debate – most people both with and without roots in other countries agreed that Germans and immigrant groups coexist well,” Bade said. “Just a year later we’ve seen a clear retreat of optimism about integration – from both sides.”

However, that trend has also been reversed in the meantime – a result that Bade interprets as showing how volatile views on immigration and integration are.

The results also suggest that Germans and immigrant residents in the country have similar beliefs on the topic of immigration. 60 percent of both groups agree that more highly-qualified people should move to Germany, and 70 percent of both groups want to do more to encourage successful integration. ■

Read more on:

>> <http://dw.de/p/16PxP>

Deutsche Welle, Germany’s international broadcaster now actively cooperates with the German American Chambers of Commerce: In print and online on www.transatlantic-news.com. DW provides a European perspective to audiences around the world and promotes intercultural dialogue. The international broadcaster’s services are targeted to

people around the world who are interested in Germany and Europe, particularly to current and future opinion leaders and decision makers. German programming is directed at those learning German and other individuals with German language skills. DW reaches nearly 90 million listeners and viewers worldwide every week. >> www.dw.de



German Design – Shaping the Future Today

Half day symposium held on
October 2nd, 2012 by GACC San Francisco

By Julia Prestel, GACC San Francisco

GACC San Francisco supports the German government with helping German design companies to enter the U.S. market.

Design has long expanded its function from merely serving an aesthetic purpose to emerging as an interdisciplinary approach to solve contemporary societal problems. Design—beyond mere aesthetics—is a producer of innovative ideas and a catalyst for fundamental changes. It proves that a proactive attitude, a deep understanding, and a sensitive refinement of processes can generate sustain-

able solutions, which have the power to create a healthy, respectful and prosperous future.

With the political decision to move away from nuclear energy entirely, Germany has become one of the leading examples of an economy based upon renewable energy. These vast changes will be accompanied by huge social, technical and economic transitions. How to react to these inevitable challenges? The traditions of Bauhaus and the German Werkbund have proven that design can support and foster necessary paradigm shifts. A

dedication to highest standards of quality and the deeply anchored attitude that less is more has demonstrated a crucial influence on contemporary design for decades—not only in Germany but on an international scale.

Funded by the German Federal Ministry of Economics and Technology, the GACC San Francisco carried out the half day symposium ‘German design: shaping the future today’ to show the potential of German design and foster relations with and between German and American creatives. The symposium featured renowned university professors, entrepreneurs, and leading heads of the most globally influential active firms in the fields of industrial, automotive, and exhibition design, from areas such as visual direction, consulting and design thinking. However, the event also gave aspiring German young designers the chance to present themselves and get connected with some of the best-known figures in design. Among them were Prof. Dr. Hartmut Esslinger (Frog Design), Joseph Becker (San Francisco Museum of Modern Art), Robert Sachon (Robert Bosch Hausgeräte GmbH) and others.



*Delegates and Speakers at
German design – shaping the future today*

The traditions of Bauhaus and the German Werkbund have proven that design can support and foster necessary paradigm shifts.

Throughout the day the speakers keenly discussed how design has developed in the past to provide sustainable solutions with regards to social, political, technological and economic challenges. From 'design thinking' to 'design making', with a special focus on German design, the event has drawn a link between the long tradition of German design and

offered new ways of thinking and changing society.

In the end, all participants took advantage of the outstanding opportunity to share knowledge and profit from an international network. Therefore, 'German design – shaping the future today' proved to be a successful event. ■



Hartmut Esslinger, founder of Frog Design, expanded his company to the U.S. in 1982. Frog Design has evolved into a leading global innovation firm, and Hartmut Esslinger has become one of the most internationally

respected designers. Aside from playing a key role in influencing the design of Apple Macintosh computers, he also worked with many other prestigious global companies such as Sony, Louis Vuitton, SAP, etc.

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Importance of IT Security in the U.S. on the Rise

by Oliver Höflinger, Germany Trade and Invest

Smartphones are ever-present, store a multitude of data and are limited to a few operating systems.

The IT security sector in the U.S. currently focuses on mobile devices and personalized hacking attacks, as well as small and medium-sized companies. According to a study conducted by the Verizon Risk Team, in 2011, affected companies did not even notice some 92% of analyzed data breaches but were informed about them via external sources. IT security companies thus see great market potential for tools that prevent internal security violations.

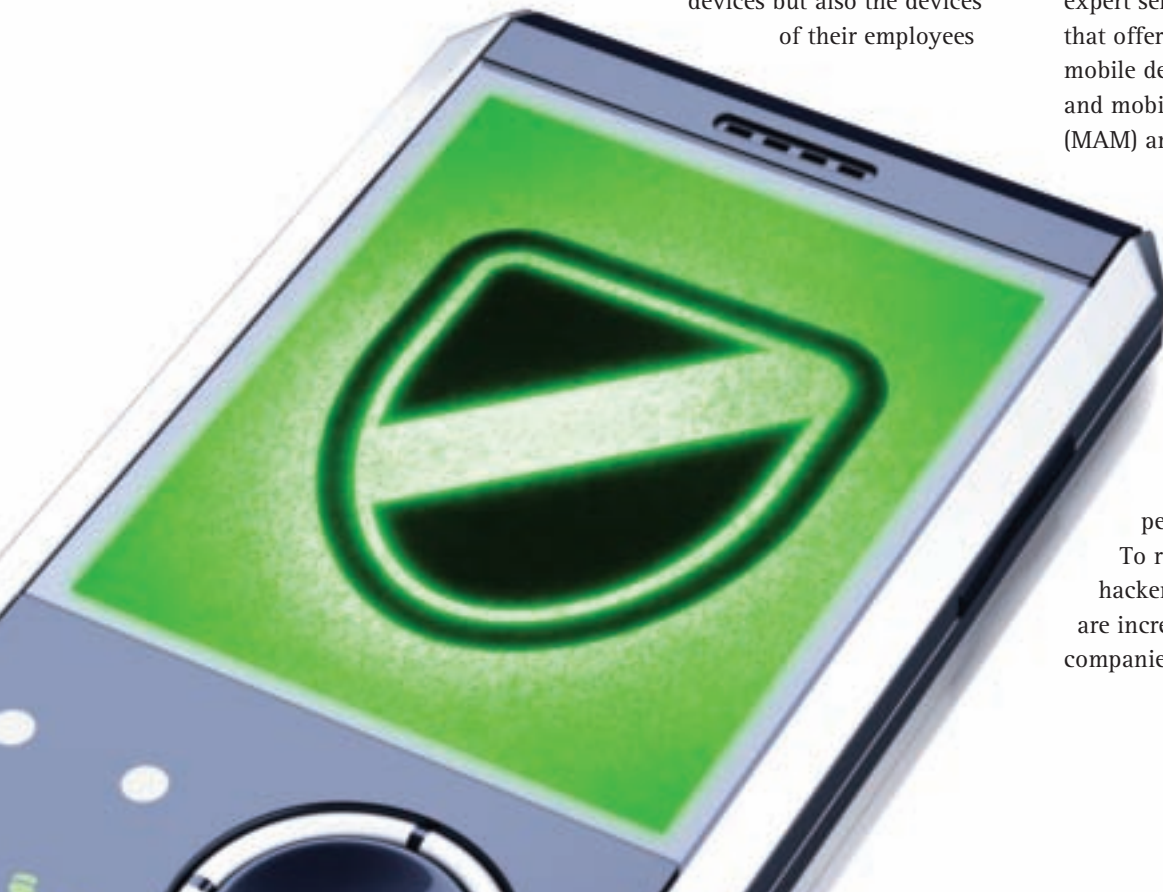
Mobile devices gain more and more importance for smaller companies in their day-to-day business. Many companies use not only their own devices but also the devices of their employees

(BYOD – bring your own device). However, this also increases the security risk, since the company's IT department can hardly keep up with this development. As a result, more or less competent users are responsible for the security of devices that have access to company data.

This makes these mobile devices more and more attractive for hackers – especially if they can be hacked with only little effort. The focus here lies especially on smartphones: they are ever-present, store a multitude of data and are limited to a few operating systems. These facts prompt companies to use external expert services. Security companies that offer solutions in regards to mobile device management (MDM) and mobile application management (MAM) are counting on this.

Since it is almost always an employee who initiates a data breach and makes a security decision with far-reaching consequences, problems will only grow from here on out. More and more, hackers start personalized hacking attacks.

To research potential targets, hackers use social media which are increasingly more accepted in companies these days. Industry





GTAI INDUSTRY TALK

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



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experts thus recommend training employees in view of a general understanding of IT threats but also in regards to which information and points of attack employees reveal by using social media.

Small and medium-sized businesses (SMBs) are often the target due to hackers increasing their efficiency. Not only do these companies have their own databases that hackers are

interested in, but often also have access to databases of other organizations. In addition, expert knowledge or the respective technologies to deter hacking attacks are often missing. This is, among other things, the result of the state-comprehensive study “2012 Data Breach Investigations Report” of the Verizon Risk Team: (http://www.verizonbusiness.com/resources/reports/rp_data-breach-investigations-report-2012_en_xg.pdf).

This is how 92% of all data breaches were not detected by the affected companies themselves but by external providers. Law enforcement agencies were able to detect most cases. Internal measures such as intrusion detection systems (IDS), intrusion prevention systems (IPS) or antivirus software only detected 2% of all data breaches. Especially SMBs often show substantial deficits. When it comes to larger organizations, the situation looks more favorable: here, still some 49% of all detected data breaches were reported by external sources; however, 16% of all cases could be detected internally. It is comforting to know that companies would only have to invest little in order to remain secure in the data jungle in the future. According to the study, 63% of all recommended solutions were listed in the category “simple and inexpensive.”

At the beginning of August 2012, however, a national bill for Internet security, the so-called Cybersecurity Act of 2012, failed to secure a winning vote in the Senate. The act was supposed to create security standards to prevent large-scale cyber attacks on critical infrastructure, such as the national grid, drinking water supply systems or financial systems, or to be able to react to said attacks. Now, that the bill has failed, the Obama Administration considers implementing some of the regulations via executive orders.

German IT security firms wanting to scout out the U.S. market will have the opportunity to do so during the RSA Conference from February 25 until March 1, 2013 in San Francisco (www.rsaconference.com). For the 13th time in a row, supported by the Federal Ministry of Economics and Technology (BMWi) and AUMA, the Association of the German Trade Fair Industry, and organized by the industry association Teletrust, a German joint exhibition will be present there (www.teletrust.de/veranstaltungen/rsa/rsa-2013/). ■

*Translation from German by
Sandy Jones, GACC New York
(abridged text)*

WASHINGTON
★ UPDATE ★

NEWS FROM INSIDE THE BELTWAY

The Road to Official Negotiation:

Panelists Discuss Expectations and Obstacles for a Potential Transatlantic Trade Agreement

By Adam Nielsen, RGIT

Measures to boost transatlantic trade and investment were the subjects of a roundtable discussion on September 18th at the Representative of German Industry and Trade (RGIT) in Washington, DC. The timing of the discussion – following the release of the EU-U.S. High Level Working Group's interim report – allowed panelists to reflect on progress and exchange views on the upcoming final report.

The conversation began with intro-

ductory remarks from each panelist. Clear from all sides was that it's an opportune time to engage more deeply on the possibilities of an EU-U.S. Free Trade Agreement. The panelists agreed that the space created by the dormant Doha Development Agenda provided a more fertile environment for the transatlantic trade discussion.

The discussion then focused on future expectations. German business representatives found that some lan-

guage in the interim report intimates a tentative approach. This point was addressed by David Weiner from the office of the USTR, and should be interpreted to mean that there is still work that needs to be done before any possible official negotiation could begin. He noted that there are planned future consultations with Congress on what a possible negotiation process would mean for the U.S. In response to panelists who called the current exercise a pre-negotiation, Weiner clarified the process stating that the U.S. and EU were engaged in a dialogue that would result in either a proposal for such an agreement or not, and if successful it would then be up to the leaders to pursue it. MdB Peter Beyer acknowledged that political will is on the table, and was optimistic about keeping momentum should there be an opportunity to move forward.

Hiddo Houben of the European delegation underscored the importance of an agreement that would serve the multilateral system over

Panelists from left to right: Sean Heather, Hiddo Houben, David Weiner, Bettina Wurster (Moderator), Peter Beyer, Stefan Mair, Sara Borella



RGIT REPRESENTATIVE of German Industry + Trade

the long term. He called for both sides to be reflective on this point, to think about how a future agreement would fit into the current WTO framework. He referred to a 21st century agreement that must go beyond our mutual trade agreements with South Korea, and used the TPP as an example of such an agreement. He proposed that any official negotiations focus on convergence of standards rather than equivalence. In order for third country producers to produce for both markets regulatory convergence is necessary. Finally, Houben noted the areas of SPS (sanitary and phytosanitary standards) and agriculture should be negotiated on realistic terms, and suggested an interest in possibly including the air transport sector.

The private sector panelists called for more exchange with the government panelists. Sean Heather from the U.S. Chamber of Commerce noted that companies need to begin paying attention to the Working Group as the foundation for future official negotiations could be underway. He also stressed the U.S. Chamber's interest in including the financial services sector in a future negotiation, and added that state level government procurement issues are also important. Sara Borella of the German Chamber Organi-

zation DIHK signaled an interest in seeing the Working Group examine alternatives to the comprehensive approach. She indicated that some SMEs are concerned about the administrative

hurdles that an FTA could pose. Stefan Mair from the Federation of German Industries (BDI) indicated that strategically the U.S. and EU are still in a position to shape world markets and set benchmarks. He called for clarity from government so that businesses may know better where to effectively place their resources.

The panel, moderated by Dr. Bettina Wurster of RGIT, included:

- Peter Beyer LL.M., Member of the German Bundestag (MdB, CDU), Member of the Foreign Affairs Committee
- Dr. Stefan Mair, BDI, Member of the Executive Board, Berlin
- Dr. Sara Borella, DIHK, Director International Trade Policy, Brussels
- David Weiner, USTR, Deputy Assistant U.S. Trade Representative for Europe
- Hiddo Houben, EU Delegation in Washington, DC, Head of Trade Section
- Sean Heather, U.S. Chamber of Commerce, Vice President of the Center for Global Regulatory Cooperation ■



About the Author

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Peter Beyer, Member of the German Bundestag, is very actively engaged in German-American relations.

Illinois:

Global Power in the Heartland

by Jasmin Welter, GACCoM

The State of Illinois is not only located in the heart of the U.S., but it can be seen as a microcosm of the entire country. It is both metropolitan and agricultural; its cities are bustling and laid-back; its scenery is as diverse as it is beautiful. Illinois seems to be every facet of the U.S. compressed into a midsized, Midwestern state.

Illinois – The Prairie State

Its major transportation and logistics hubs make it a “Global Crossroads,” its massive production facilities make it a “State that Works.” Illinois showcases a highly diversified economy, being the leading insurance and commodities center, and a key location for agricultural production,

food manufacturing, as well as the chemical and energy industries. The epicenter of Illinois business is Cook County, containing the Chicagoland Area and the City of Chicago. Illinois’ biggest city is second only to New York when it comes to Fortune 1000 company headquarters, which include Boeing, McDonald’s, Motorola, and Walgreens among others. The Land of Lincoln also boasts of academic expertise due to its extensive education network. However, small family-owned businesses and mid-sized companies add to the powerful Illinoisan industry portfolio, fueling the state’s economy. Illinois is one of the nation’s manufacturing leaders, boasting annual value added productivity by manufacturing of over \$97 billion in 2009 (Source: U.S. Department of Commerce, Annual Survey of Manufacturers, 2009). Machinery also ranks among the top exports from Illinois to Germany.

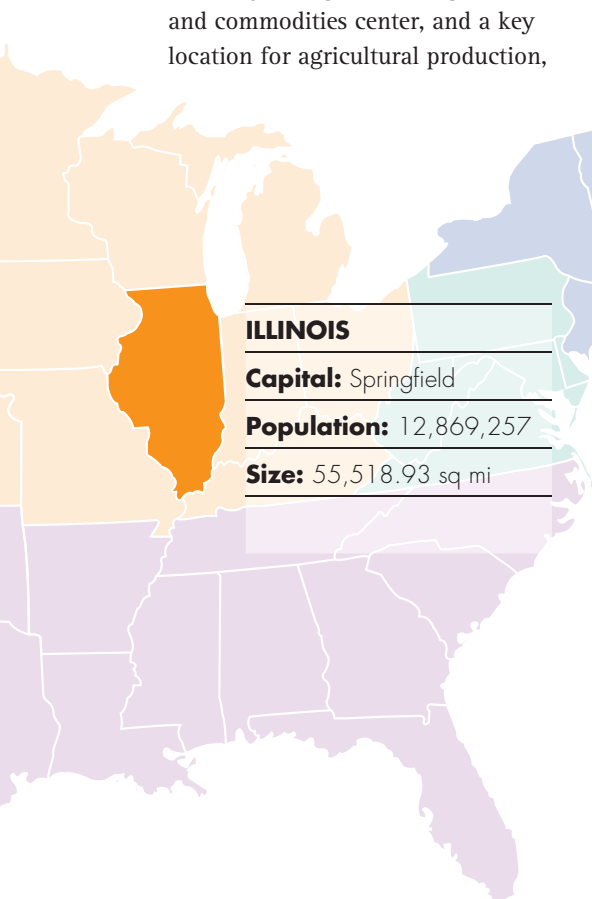
The German Connection

Germany plays a leading role in the Illinois economy. Germany is among the top export destinations for the state and German investment into Illinois has traditionally been very strong. Illinois is the home to countless German subsidiaries and German-owned affiliates in the U.S., which continuously foster the job growth generated by foreign-owned affiliates in the state. To build on this close relationship and to strengthen the ties

between two major sister cities, Chicago and Hamburg, the German American Chamber of Commerce of the Midwest hosted the Chicago-Hamburg Business Forum. With words of welcome issued by Rahm Emanuel, Mayor of the City of Chicago, the forum initiated a sustainable exchange of knowhow last year. In 2013, the forum will take place in Hamburg to continue the binational business dialogue.

Skilled Workforce

In order to profit from this knowledge exchange and to maintain a highly skilled, productive workforce, education has always been a major concern for Illinois. To keep Illinois competitive both within the United States and the global economy, State of Illinois-led educational initiatives focus on the STEM professions (science, technology, engineering, and mathematics). However, broad education in all fields is guaranteed through eleven “National Universities” (Carnegie Foundation for the Advancement of Teaching). Five of these rank in the top quartile among the top 500 National Universities in the United States (U.S. News & World Report rankings). The University of Chicago has more Nobel Laureates than any other university. Chicago is also home to two of the nation’s Top 5 Business Schools – University of Chicago and Northwestern as well as a Top 5 Engineering School at the University of Illinois. Furthermore, the state is also the home of more than 20 accredited public and



private four-year universities, and multiple small liberal arts colleges. Additionally, the Illinois Community College System features almost 50 public community colleges.

The City of Chicago

The City of Chicago has changed significantly during the last centuries. Founded in 1833, Chicago was once the fastest growing city in the nation due to its proximity to the Great Lakes and the relatively easy access to the Mississippi River.

Chicago has profited from this favorable geostrategic position until today and continues to provide ready access to the world with its premium infrastructure. The city is also one of the largest financial

centers in the world, with global leadership in options, futures, and derivatives trading. Furthermore, it is the nation's third largest media market after New York and Los Angeles, and is one of the most attractive world convention destinations. In 2013, world leading trade shows like BIO, Windpower, IFT Food Expo, RSNA, and WEFTEC will take place at McCormick Place. With teams from the five major American professional team sports, Chicago ranks among the top 3 American cities when it comes to professional sports championships. The Chicago Fire, Chicago's Major League Soccer Club, has even profited from longstanding Bundesliga skills after signing German defender Arne Friedrich in 2012.

Its culturally diverse workforce and high numbers of foreign-owned firms in the area turn Chicago into a truly cosmopolitan city. In order to promote the untapped potential of the city, players like World Business Chicago (WBC), which is chaired by Mayor Rahm Emanuel, foster private sector growth and jobs through the advancement of a business-friendly environment. WBC contributes to a prosperous economic future with various initiatives, such as the Plan for Economic Growth and Jobs and its efforts in globalizing Chicago's Economic Development Plans to attract Foreign Direct Investment. To support a profitable future, the business community works closely together with the public sector and non-profit organizations.



Chicago Skyline



*GACCoM German Night Reception at 2012 IMTS/IANA in Chicago
Michael Boddenberg, J.D. Bindenagel, W. David Braun, Pat Quinn, Mark Tomkins,
Steve Koch, Dr. Christian Brecht*

IMTS/IANA Chicago 2012 – Manufacturing at its best

This cooperation became visible during the 2012 IMTS, the biggest manufacturing technology trade show in North America. This year's IMTS was complemented by IANA (Industrial Automation North America), which was introduced by Deutsche Messe / Hannover Fairs USA in cooperation with AMT (Association for Manufacturing Technology). Both Illinois Governor Quinn and Chicago Deputy Mayor Steven Koch recognized the powerful manufacturing community and the vast German investment in Illinois while speaking at the German Night Reception hosted by GACCoM. "Our diverse economy, well-trained workforce, and status as America's transportation hub make Illinois an ideal place for business," said Governor Quinn. "Companies

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from around the world are moving to Illinois to be close to our growing technology, advanced manufacturing and biotech sectors. To date, more than 180 German firms operate more than 750 facilities throughout the state employing over 35,776 people throughout the state.” Deputy Mayor Koch added: “The vibrant city of Chicago is at the forefront of innovation and development in many major industries – it has astounding potential for German and international investment.”

Sustainability in Focus

However, Illinois is not only a major player in advanced manufacturing. Given its location along the shore of Lake Michigan and Chicago’s reputation as the Windy City, the state has huge potential when it comes to renewable energies. Chicago boasts more wind companies than any other metro region in North America, featuring over 20 wind headquarters locations, including major German companies such as Nordex, E.ON Climate & Renewables, Siemens Winergy and many others. In December 2012, GACCoM is bringing a delegation of German wind energy companies to Chicago for the 5th Wind Energy Business Conference as part of the Renewable Energies Export Initiative.

Also, building on the city’s motto “urbs in horto” – city in a garden – and its commitment to making Chicago the greenest metropolis in America, GACCoM, the Federal Ministry of Economics and Technology, and the Federal Ministry of Transport, Building and Urban Development in close cooperation with multiple local partners brought dasHAUS to Chicago, setting attendance records while creating a dialogue with the world-renowned architectural community based in

Chicago. dasHAUS is a traveling pavilion fostering an ongoing international dialogue about advanced technologies for construction and solar energy use that has toured all over North America.

Chicago has also served as the center stage for major political events. In May 2012, leaders from around the world came together for the North Atlantic Treaty Organization (NATO) summit. It was the first time that an American city other than the capital had hosted a NATO summit and highlighted the importance of Chicago both for the U.S. and the international community. In the course of this important diplomatic event, the city made excellent use of the opportunity to showcase its economic power, cultural vitality, and urban beauty.

On the occasion of its 50th Anniversary in 2013, GACCoM will host three signature events in the metropolitan Chicago area. In January 2013, the Annual Economic Forum, taking place in Rosemont, will start the festivities program celebrating 50 years. The well-known MERLIN Awards Gala, including a half-day business conference, recognizing excellence in German-American business will follow on May 3. The

anniversary year will be concluded with the Annual Executive Wine Dinner in November – another unique event celebrating the vibrant German-American business community. ■



*dasHAUS Ribbon Cutting Ceremony in Chicago
Helmut Rausch, Karin Weigert, Simone Pohl, Erin
Lavin Cabonargi, Alderman Reilly (from left to right)*



Examples of German Subsidiaries in Illinois

004 USA
ALDI, Inc.
Crate & Barrel
Deutsche Boerse Systems, Inc.
E.ON Climate & Renewables
Fresenius
Harting
Hegele Logistic, LLC
Komet of America Holding, Inc.
Melitta System Service USA
K+S North America Salt Holding LLC
Nordex USA, Inc.
Plasmatrete

Richard Wolf Medical Instruments
Robert Bosch LLC
Rödl & Partner
Siemens Building Technologies, Inc.
Siemens Medical Solutions USA, Inc.
Sonderhoff USA Corp.
Storck
Thyssen Krupp
T-Systems
Vetter Pharma International USA Inc.
Weishaupt America, Inc.
Wieland Metals, Inc.

The Mysterious Minute Book

In the United States, there is no equivalent to the Handelsregister.



The German Commercial Register, or “Handelsregister” as it is called in German, is a public register that contains the details of all German companies. This information includes, for example, the federal state of organization, corporate officers and capitalization. In the United States, there is no equivalent to the Handelsregister. There are only small databases maintained by each state providing limited information. Instead, in America, the corporate information is kept in a solid black folder, commonly referred to as the “minute book.” An attorney is usually appointed as the corporate secretary of the company to ensure the completeness and accuracy of the minute book. The corporate secretary is building the bridge between the corporate parent company and the U.S. subsidiary, wherefore it is

helpful for German companies to engage a secretary who also understands corporate regulations in Germany.

The minute book has different sections for the company’s articles of formation, the so-called qualification certificates from the state or states in which the company is active, bylaws, a corporate seal, minutes of the meetings, resolutions of the board of directors and shareholders, stock certificates, a stock transfer ledger and the federal tax

id, called employer identification number (EIN). If one wants to know who is authorized to sign on behalf of the company, the secretary will issue a certification to this extent.

Minute books are normally kept at the attorney’s office and are not public record. However, the minute book may become part of the discovery process during a lawsuit. The discovery process is a unique tool of American litigation in which each party can obtain evidence from the other. If the corporate records are incomplete, or important corporate governance regulations are violated, the argument is frequently made that the U.S. subsidiary is a scam, and that the corporate parent should be liable instead (so-called piercing the corporate veil). In addition, insufficient corporate documents could lead to the argument that the officers and directors acted without authority, thereby creating their personal liability.

In order to prevent this from happening, the minute book records should not only be complete, as mentioned above, but also show that the relevant corporate bodies (shareholders and the board of directors in a corporation, members and the board of managers in a LLC) have approved the operational transactions they are supposed to approve. In Delaware, for example, where most of U.S. companies are incorporated, or in New York, which is the #2, it is recommendable to obtain at least the following approvals: all capitalization steps since formation; appointment of the corporate officers,



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US-Anwälte für die deutsche Wirtschaft

payment of dividends and all other relevant operational matters. In addition, companies may incorporate their own approval requirements into the bylaws, thereby taking the German parent company's "Geschäftsordnung" into consideration.

The shareholders' influence on the operational matters of a company is normally limited and comprises fundamental changes only. Appointing directors to the board, the dissolution of the company, or insolvency-related matters would be examples of what shareholders would need to approve.

In summary, a properly maintained minute book is vital for the company's corporate affairs and governance and a qualified corporate secretary can be of great help to the management. The annual secretarial work normally takes about 3 to 4 hours. ■

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**SOS CHILDREN'S
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A loving home for every child

SOS Children's Villages:

The largest NGO in Germany and a growing brand in the U.S., seeks new global partners in CSR

If you're from Germany or Western Europe, chances are you've heard of SOS Children's Villages. With German roots, SOS Children's Villages was founded in 1949 in response to the needs of children in the aftermath of World War II. Its vision, unique in its simplicity, was that every child deserves a family—a mother, brothers and sisters, a home and a village.

Today SOS Children's Villages is the largest international non-governmental organization in the world dedicated to children who have either lost their parents, or for other reasons cannot grow up with their biological families. Respecting all religions and cultures, SOS has created more than 540 Children's Villages and 350 youth facilities in 133 countries.

In addition, SOS Family Strengthening Programs aim to prevent child abandonment by working with communities concerned and local partners to support disadvantaged families through short-term, medium-term and long-term support. We empower women and girls through better educational opportunities. Altogether SOS programs reach 2 million people annually.

The children attend schools and vocational training centers; and have access to medical centers and social centers, built and operated by SOS, that also serve the local community.

In Germany, SOS Children's Villages operates 15 Villages and reaches children, young people and families in nearly 40 locations around the country.



Fotini's Story:

She didn't want to see terror, she wanted to see love.

Coming from an abusive home environment, 3-year old Fotini arrived at SOS Children's Village, Plagiari with progressive eyesight loss. Her sight loss was not due to any physical disabilities, but it stemmed from domestic abuse. SOS mother Maria took Fotini and her brother into her home with open arms and ensured that they received

nutrition and care, and felt safe and loved. Gradually with time, Fotini's eye sight was back to normal and she was happy in her new home and school. A few years later, Fotini moved into the SOS Youth Facility and underwent psychotherapy to help her cope with her childhood traumas. Today she is ready and excited to face the first year of University.

CSR Where's your Corporate Social Responsibility?

While it's been called the "Red Cross of Europe," the SOS Children's Villages name – and the unique concept that stands behind it – needs your help to grow its reputation here in the United States.

As a new member of the GACC, SOS Children's Villages hopes to engage other member companies in an effort to increase support and recognition for the SOS concept of family-based care here in the United States and help support Villages around the world.

There are many ways to get involved including cause-marketing,

employee-giving, volunteerism, and corporate philanthropy.

SOS Children's Villages has been endorsed by Desmond Tutu, Nelson Mandela, and His Holiness the Dalai Lama, and has won numerous awards, including the prestigious Conrad N. Hilton Humanitarian Prize.

SOS Children's Villages advocates internationally for the human rights of children throughout the world. Working in the spirit of the United Nations Convention on the Rights of the Child, SOS played a leading role in developing the UN Guidelines for the Alternative Care of Children. ■



If you're interested in partnering with SOS Children's Villages, contact our CEO Lynn Croneberger at:

The U.S. National Office:
SOS Children's Villages-USA
1001 Connecticut Avenue, NW,
Suite 1250
Washington, DC 20036

Tel.: 1-888-SOS-4KIDS

>> www.sos-usa.org

>> info@sos-usa.org

Collaborating is Key:

Managing a Lean Supply Chain

The past decade has been marked with unprecedented levels of complexity for organizations to manage their businesses on a global scale. Manufacturing, distribution, and transportation companies have been forced to innovate rapidly to react to a variety of economic crises and to operate their businesses with increased levels of sophistication.

Because the German economy continues to be strong, export numbers are up and the country plays a key role in the European Union, freight forwarders are increasingly looking to collaborate with German

companies to share best practices on business operations. To survive and prosper in today's global business climate, international companies – German ones in particular – are finding ways to streamline their overall business processes to operate with maximum efficiency during normal times, yet be resilient enough to react effectively during crisis conditions. The only way to truly deliver upon these expectations is for companies to work across the extended enterprise with suppliers, manufacturers, distributors, transportation providers, and 3PLs in an integrated manner. Collaboration is key.

The requirements for companies to provide high-performance service levels to customers, while delivering profits and investment returns to shareholders, have created an environment of Lean Logistics, whereby global firms eliminate waste associated with process-inefficiency and avoidable costs from their supply chains.

The opportunities to remove waste from a supply chain and therefore to drive Lean improvements are based on the elimination of excess inventory, time and cost. One of the principle ways that companies start to address these factors is by



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conducting an optimization study of their overall supply chain network. The main variables involved with a network study are transportation, distribution and inventory costs, along with factors related to order-processing and customer service response times.

In the past, network stability was the cachet for companies' distribution models. This had to do with the one-time costs and implementation challenges associated with redirecting transportation providers, opening or closing distribution centers, or manipulating information flows to facilitate new order management strategies. In most cases, the payback time for these efforts was looked at over a period of years, and once established, most organizations tended to maintain the new network structure for quite some time.

Today, many companies are continuously making changes to their network structures, as the demand to drive out waste, eliminate cost wherever possible, and make even the slightest improvements to service-response times are constantly required to remain competitive and to grow or maintain market share in the new global economy. The explosive demand for new products into all global regions has increased competition to unprecedented levels,



CEVA's logistics experts apply LEAN methodology to continuously improve processes.

and companies face elimination if they cannot be resilient in responding to new ways to get their products effectively into the market.

Companies must continue to find innovative ways to lower their costs, and at the same time meet the growing demands that consumers have for product availability and customization in today's buying environment. For companies to thrive in today's world of short product life cycles and growing consumption levels, implementing Lean principles as a way of doing business will be required to remain competitive, to sustain and to prosper. ■



Making business flow

Contact Information:

CEVA Logistics

Americas Head Office
15350 Vickery Drive
Houston, TX 77032

Contact **Olaf Sadowski** at
+1 281 618 3100 or +1 800 355 0350

8,000 IT companies and counting...

The greater Frankfurt region, also known as FrankfurtRheinMain, has always been at the crossroads of commerce and finance in Germany and Europe and is mostly associated with being the finance center of continental Europe and Europe's logistic hub. Most Americans land at Frankfurt airport on their way to business meetings in Germany and beyond and see the soon-to-be-opened new towers of the European Central Bank at the banks of the river Main.

Less tangible for the eye to see is the fact that FrankfurtRheinMain over the years has become Europe's IT hub which is only rivaled by Silicon Valley. The region is home to over

8,000 IT companies which generate a yearly turnover of \$54 billion. FrankfurtRheinMain became the #1 region in Germany with the highest start-up density in the high-tech sector. This only was achievable due to the second-to-none infrastructure in the region: Over 2,000 miles of fiber optic cables, 250 telecommunications and internet service providers, 1mio. sqf of collocation space, and an internet exchange which handles the largest and fastest data throughout in the world. But the infrastructure is only the foundation for this IT cluster. Equally unique is the dense network of universities and applied R&D facilities in FrankfurtRheinMain: More than 20,000 students are enrolled in

classes in electrical engineering and informatics at the Technical University Darmstadt, the Goethe University, and the University of Applied Sciences in Frankfurt, Mannheim and Gießen-Friedberg. The Fraunhofer Institute for Computer Graphics (IGD), the Fraunhofer Institute for Secure Information Technology (SIT) and the INI-Graphic-sNet, one of the worldwide leading institutions in advanced education, training and R&D in computer graphics technology, systems and applications, are at the forefront of developing new IT systems with direct market application.

And the boundaries of IT collaboration are about to be pushed even



FrankfurtRhineMain

Digital Hub

The "Digital Hub FrankfurtRhineMain", an association of partners from business, science and the City of Frankfurt, intends to reveal and advance the unique qualities of the region's digital infrastructure.

>> www.digitalhub-frm.de

Frankfurt Cloud

With the support of Deutsche Bank, the "Frankfurt Cloud" research consortium, affiliated with Goethe University in Frankfurt, is attempting to develop cloud management technology aimed at better utilizing computer capacities.

>> www.frankfurt-cloud.com

House of IT

Like the House of Finance and the House of Logistics and Mobility, the House of IT in Darmstadt, a project initiated by business, science and the Hesse state government, intends to bundle the sector's strengths in the region.

>> www.house-of-it.eu

FrankfurtRheinMain over the years has become Europe's IT hub which is only rivaled by Silicon Valley.

a little further: With the House of IT in Darmstadt IT companies like Software AG, SAP, Accenture and Ernst & Young will partner with the State of Hesse and the Technical University of Darmstadt to further stimulate business, innovation, and growth in the IT sector as well as create new jobs in the region. The management office of the Federal Government's Cluster of Excellence "Software Innovation for the Digital Enterprise" and the Center for Advanced Security Research Darmstadt (CASED) will also be located in the House of IT to create synergies and technology transfers. ■



Interview with Ravi Sharma, Managing Director, Cornet Technology GmbH, a subsidiary of Virginia-based Cornet Technology, Inc.

What was the main reason for Cornet Technology to open an office in FrankfurtRheinMain?

Cornet Technology was formed in 1991 by a management buyout. The original company had a German subsidiary in Nieder-Eschbach near Frankfurt.

In FrankfurtRheinMain you chose the city of Heusenstamm as your HQ, why?

In 2009 we moved to our current location in Heusenstamm. The location was attractive for many reasons: Very affordable office rents, easy access to the highway system and commuter train network, a well developed commercial hub, good hotels and cultural events, and only 20 minutes to Frankfurt International airport.

The region is known for its high quality of life. How important is that aspect for Cornet Technology in attracting new employees?

Although our employees tend to be already local residents of Frankfurt and its suburbs, many are originally from other parts of the country. Frankfurt is attractive because it has many important museums, a very active opera and concert scene, and a great range of restaurants which cater to all different kinds of tastes. The international flair, the international schools in the region as well as a good network of hospitals are regularly named by our employees when asked why they like to live and work here.



FrankfurtRheinMain

Become a part of it.

Contact Information:

For further information on how to become part of this success story and on how to expand your IT business into the FrankfurtRheinMain region please contact:

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Interview with Bill Graham

President & General Manager of Beiersdorf, Inc.

By Nicola Michels, GACC New York

WELCOME TO THE C-SUITE



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

GAT: Mr. Graham, you were promoted to President & General Manager after having been Vice President Sales North America for over 4 years. What are your goals in this new role?

Bill Graham (BG): During the last 5 years Beiersdorf has significantly strengthened our position in the U.S. marketplace. We've grown our sales, improved our market shares, and have launched NIVEA into two new exciting categories that we hold strong positions in globally: Lip Care and Body Wash. That said, in North America we are very much a challenger company versus key competitors like Procter & Gamble, Unilever and J&J. Success for us depends on our ability to be faster, more flexible, and more creative – we can't win by playing the game by the traditional rules, but through our entrepreneurial spirit we have proven that in the categories in which we compete, we can indeed win versus our bigger competitors.

My primary goal in this role is to continue to grow our categories, win market share (and consumer's hearts!), and further strengthen our relationships and partnerships with doctors, dermatologists, and our retail customers.

GAT: Everybody in Germany grew up with the deep blue tin with the white letters: NIVEA celebrated its 100 year anniversary last year. With globalization, NIVEA has developed into the largest skin care brand in the world. How do you promote growth on this side of the Atlantic?

BG: What's particularly nice to hear is when folks that grew up with the brand in Europe talk about how much more they are seeing the brand here in the U.S. over the last years... whether on the store shelf, online, on TV, or in magazines, our marketing team has done wonderful work connecting our brands to North American consumers.

And it's not just anecdotal, the fact is that since 2006 we have more than tripled the household penetration of the NIVEA brand in the USA. What people also may not be aware of are our other important brands in the U.S. and Canada; Eucerin, Aquaphor, and Basis. In fact, our Eucerin and Aquaphor brands are two of the most recommended products by doctors, dermatologists and pharmacists for skin care.



The iconic
NIVEA logo
in use since 1911

BDF ●●●●

Beiersdorf

GAT: What does Beiersdorf N.A. offer its employees to foster commitment and promote a healthy corporate culture?

BG: Our mission is to be recognized by our customers as the preferred provider of skin care solutions at retail, by our doctors as the company most trusted for skin care expertise, by our consumers as the company that provides the best care for skin's many needs with brands consumers love, and by our employees as an inspiring place to work.

CSR has also become an important pillar in our North American

approach. In fact, through employee led efforts, we have been recognized by the United Way over the last two years as a result of the fine work we are doing together to make a difference in our community. Volunteering, and in particular mentoring are supported and encouraged – in fact we have a corporate partnership and mentoring program with Big Brothers Big Sisters that brings middle school students into the office twice a month for mentoring sessions with a number of employees that have volunteered to become “Bigs”. ■



*Bill Graham President &
General Manager of Beiersdorf, Inc.*



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Nivea at Times Square Ball Drop 2011

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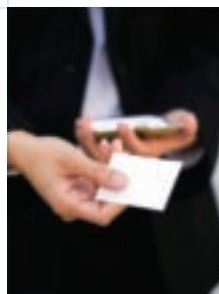

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OPEN SUNDAYS 12 - 5

Event Calendar

November 1 – December 24

		Nov 1 1st Germany Arizona GACCSF Solar Roundtable  Held by GACC Western U.S. Phoenix, AZ www.gaccsanfrancisco.com		Nov 1 German American Water Technology Exchange Days 2012: GACCoM Water & the City Held by GACCoM Chicago, IL www.gaccm.org	Nov 1 Breakfast w/... German Consul General Christoph Sander Held by GACC South Atlanta, GA www.gaccsouth.com
Nov 2 Annual Executive Wine Dinner Held by GACCoM Chicago, IL www.gaccm.org	Nov 7 Lunch Mtg. "Why Europe Still Matters to the Fate of the United States" Held by GACC-Philadelphia Philadelphia, PA www.gaccphiladelphia.com	Nov 8 My Success. Our Visions. Held by GACC Western U.S. Mountainview, CA www.gaccsanfrancisco.com	Nov 10 17th Annual Gala Held by GACC South Atlanta, GA www.gaccsouth.com	Nov 10 - 19 TAP-YTL Program: Healthcare Held by GACCoM Nürnberg, Bonn, Düsseldorf and many more, Germany www.transatlanticprogram.org	Nov 12 Breakfast w/... William Drozdiak Held by GACC South Atlanta, GA www.gaccsouth.com
	Nov 13 Martinsgans-Dinner Held by GACC New York New York, NY www.gaccny.com	Nov 15 East Bay European Networking Evening Held by GACC Western U.S. Oakland, CA www.gaccsanfrancisco.com	Nov 15 Focus: Smart Grid Held by GACC New York New York, NY www.gaccny.com	Nov 15 17th Quarterly HR-Executive Circle at Masuda, Funai, Eifert & Mitchell, Ltd. Held by GACCoM Chicago, IL www.gaccm.org	Nov 16 Maskenball: A Tour of Karneval Held by GACC-Philadelphia Philadelphia, PA www.gaccphiladelphia.com
Nov 20 Business Seminar with The Hollingsworth Companies Held by GACC South Atlanta, GA www.gaccsouth.com	Nov 20 International Business Networking Held by GACCoM Chicago, IL www.gaccm.org	Nov 21 - Dec 24 Christkindlmarket Chicago  Held by GASI Chicago, IL www.christkindlmarket.com		Nov 23 - Dec 22 Denver Christkindl Market Held by GACCoM CO Chapter Denver, CO www.gaccm.org	Nov 27 German Strategic Investment Roundtable Held by GACC New York New York, NY www.gaccny.com
Nov 28 Chicago Bulls vs Dallas Mavericks NBA Game  Held by GACCoM Chicago, IL www.gaccm.org		Nov 29 Business Seminar at Miller & Martin PLLC Held by GACC South Atlanta, GA www.gaccsouth.com	Nov 29 Seminar: U.S. Elections and their Economic Impact Held by GACC New York New York, NY www.gaccny.com	Dec 3 German American Business Outlook & GACC Award "Trainee of the Year" at Bloomberg LP Held by AHK USA New York, NY www.ahk-usa.com	Dec 4 World Bank & UN Business Opportunities in the Medical Technology Sector Held by RGIT and GACC NY Washington, DC www.rgit-usa.com
Dec 4 German-American Wind Energy Business Conference Held by GACCoM Chicago, IL www.gaccm.org	Dec 5 Annual Children's Lantern Parade Held by GACCoM Chicago, IL www.gaccm.org	Dec 7 Annual Holiday Dinner 2012 Held by GACCoM MN Chapter Minneapolis, MN www.gaccm-mn.org	Dec 12 Annual Intern Fraternity Holiday Party Held by GACC New York New York, NY www.gaccny.com		Dec 19 Annual YEC Holiday Reception  Held by GACCoM Chicago, IL www.gaccm.org

GERMAN AMERICAN TRADE

THE MAGAZINE OF THE GERMAN AMERICAN CHAMBERS OF COMMERCE

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