



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern



Transatlantic **Cluster Initiative**

Transatlantic Cluster Delegation Trip Food Processing May 13 - 17, 2019

North Rhine-Westphalia | Lower Saxony | Brandenburg | Berlin

Supported by



Federal Ministry
for Economic Affairs
and Energy

About the Initiative



The Transatlantic Cluster Initiative brings together leading German and US industry clusters to promote knowledge exchange through content – driven encounters. The Initiative is organized by the German American Chamber of Commerce of the Midwest, Inc. (GACC Midwest) and is supported by the German Federal Ministry for Economic Affairs and Energy through the European Recovery Program.

The core program of the Cluster Initiative connects German and American cluster organizations through targeted roadshow series in the US and delegation trips to Germany. The program establishes an exchange for best - practices focused on cluster management, internationalization, cluster policy, recruitment of a skilled workforce, technology development and transfer, and much more.

As part of the Transatlantic Cluster Initiative, the delegation trip on the topic of Food Processing takes place May 13-17, 2019 in North Rhine-Westphalia, Lower Saxony, Brandenburg and Berlin. This delegation trip will provide attendees with the chance to connect with industry stakeholders from Germany discussing:

- Research and innovation projects,
- Digitalization in Food Processing,
- Resource efficiency and sustainability, and
- Many international collaboration opportunities.

About GACC Midwest



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

The German American Chamber of Commerce® of the Midwest (GACC Midwest), headquartered in Chicago with a branch office in Detroit, was founded in 1963. Our continuing mission is to further, promote, and assist in the expansion of bilateral trade and investment between Germany and the

United States, especially the Midwest. Our organization combines elements of a trade commission, a membership association, and a service provider – quite a unique concept in international trade promotion. GACC Midwest is an integral part of the network of German Chambers of Commerce Abroad (AHKs) with 130 offices in 90 countries around the globe. For more information, visit www.gaccmidwest.org and [sign up for our newsletter](#).

General Information

1. The **dress code** for the whole delegation trip to Germany is **business casual**. For May, expect temperatures between 45° - 70°F. You can further expect occasional rain showers. Please plan and pack accordingly.
2. Meals and transportation associated with the agenda are covered by GACC Midwest through the Transatlantic Cluster Initiative unless otherwise noted. Participants are responsible for the cost of additional meals and excursions.
3. Please make sure to bring an **umbrella** and **appropriate walking shoes** for our transfers and guided tours.
4. Please bring a **photocopy of the first page of your passport**. If the original is lost, having a copy will make it drastically easier to replace.
5. If you are bringing a laptop or other electronics, be aware that Germany uses the **Type C Euro plug outlet at 220 volts**. For most electronics, like smart phones and laptops, you will only need to convert the plug type, as the device's power adapter should be able to handle the voltage.
6. Please make sure you are covered by your health insurance in Germany and please bring any medication with you that you might need.
7. Please note that travel times may vary depending on traffic.
8. Please note that not all stores and bakeries in Germany will take credit cards. We would recommend always having some cash on hand.
9. Please note that the itinerary and the program agenda are subject to change. The GACC Midwest coordinators will communicate any necessary changes to participants in as timely a manner as possible.
10. Please have an elevator pitch for your company/organization prepared. During the trip there will be plenty of time to network. Your elevator pitch should last no longer than 2 minutes.
11. To contact the GACC team in Germany, please use following numbers:
Jessica Ferkläss: +49 177-925-9768
Svenja Schroeder: +1 630-987-9805

Travel Itinerary

Sunday, May 12 - Individual travel to Dusseldorf, North Rhine-Westphalia

Welcome to Dusseldorf!



Hotel Motel One Dusseldorf-Hauptbahnhof

Location: Immermannstrasse 54, 40210 Dusseldorf

Check In

Transfer from Dusseldorf airport: Either take the train (S11) to Dusseldorf central station (leaves every 30 minutes) or take Bus Line 721 towards Gothaer Weg and get off at Worringer Platz. The hotel is less than a quarter mile from each station.

Check-in starts at 3:00 pm

5:30 pm

Meet in hotel lobby and walk to restaurant

6:00 pm

Networking Dinner

Location tbd

Monday, May 13 - Bielefeld, Food Processing Initiative

6:30 – 7:30 am	Breakfast at hotel <i>Dress code: business casual</i>
7:30 – 10:00 am	Board bus and travel to Food-Processing Initiative <i>2 hours 30 minutes, 111 miles</i>
10:00 – 10:45 am	Welcome at Food Processing Initiative <i>Location: CITEC Cluster of Excellence – Cognitive Interaction Technology at Bielefeld University; Inspiration 1, 33619 Bielefeld</i> Brief introduction and welcome notes by Norbert Reichl (General Manager FPI), Representative of CITEC, and Jessica Ferklass (GACC Midwest) followed by short introductions by everyone there
10:45 – 11:30 am	Presentation: Invest in Innovation – insights from 20 years networking in the food sector Norbert Reichl, General Manager, Food-Processing Initiative
11:30 – 12:15 pm	Presentation: From technology driven work towards social aspects of workplace design Klaus-Peter Jansen, Project Manager, it's OWL Clustermanagement GmbH
12:15 – 1:00 pm	Presentation: Where food meets IT Dr. Sabine Brunklaus, transfer manager, University of Applied Sciences and Arts OWL
1:00 – 2:00 pm	Lunch break Lunch will be served at University cafeteria, group photo
2:00 – 3:00 pm	Presentations Cluster of Excellence Cognitive Interaction Technology (CITEC) and projects Representatives of CITEC
3:00 – 4:00 pm	Guided tour through CITEC
4:00 – 4:15 pm	End of the program at CITEC and board bus
4:15 – 5:30 pm	Bus ride to Osnabruck <i>1 hour 15 minutes, 34 miles</i>
5:30 – 6:00 pm	Check in at Steigenberger Hotel Remarque <i>Location: Natruper-Tor-Wall 1, 49076 Osnabrueck</i>
	Dinner with Christian Kircher (DIL) <i>Location tbd</i>

Tuesday, May 14 – Quakenbrueck, German Institute of Technology

7:00 -8:45am	Breakfast at hotel <i>Dress code: Business casual</i>
9:00 – 10:00 am	Board Bus and travel to Quakenbrueck <i>45 minute-1 hour bus ride, 31 miles</i>
10:00 – 12:00 pm	Discussion round at German Institute of Food Technology <i>Location: Prof.-von-Kitzing-Str. 7, 49610 Quakenbrueck</i> Welcome by Christian Kircher Introduction of US Delegates Discussion: Start-ups with new technologies and promotion of entrepreneurial spirits Q&A Tour & Trials
12:00 – 1:00 pm	Networking Lunch sponsored by DIL
1:00 – 3:30 pm	Tour of Research Projects and Products
3:30 – 4:00 pm	Coffee Break
4:00 – 5:30 pm	Visit to a Spin-off company in adjacent business park Walking distance: 2 minutes Welcome by Professor Dr. Stefan Toepfel, CEO, Ilea Tour & Trials
5:30 – 6:30 pm	Drive to Osnabrueck 1 hours, 31 miles
6:30 pm	Time to refresh at the Hotel
7:00 pm	Casual Dinner
	Overnight Stay at Steigenberger Hotel Remarque <i>Location: Natruper-Tor-Wall 1, 49076 Osnabrueck</i>

Wednesday, May 15 - Travel to Berlin, Visit to Teutoburg Forest

7:30 – 8:45 am	Breakfast at hotel <i>Dress code: casual</i>
8:45 – 9:00 am	Check out Steigenberger Hotel Remarque
9:00 – 10:00 am	Board bus and travel to Teutoburg Forest <i>40 minutes, 15 miles</i>
10:00 – 11:30 am	<p>Visit to site of the Battle of Teutoburg Forest <i>Location: Venner Strasse 69, 49565 Bramsche-Kalkriese</i></p> <p><i>The Battle of the Teutoburg Forest, described as the Varian Disaster by Roman historians, took place in the Teutoburg Forest in 9 CE. Despite several successful campaigns and raids by the Romans in the years after the battle, they never again attempted to conquer the Germanic territories east of the Rhine river. The victory of the Germanic tribes against Rome's legions in the Teutoburg Forest would have far-reaching effects on the subsequent history of both the ancient Germanic peoples and the Roman Empire. Contemporary and modern historians have generally regarded Arminius' victory over Varus as "Rome's greatest defeat", one of the most decisive battles recorded in military history, and as "a turning-point in world history".</i></p>
11:30 – 6:30 pm	Board bus and travel to Berlin <i>5 hours + lunch and rest stop, 280 miles</i>
	Check in at Hotel Motel One Berlin-Upper West <i>Location: Kantstrasse 163/165, 10623 Berlin</i>
	Dinner <i>Location tbd.</i>

Thursday, May 16 – Day One in Berlin & Brandenburg

Breakfast at hotel

Dress code: business casual

Travel to Federation of German Food and Drink Industries

Roundtable: Trends in the Food and Beverage Industry

Location: The Federation of German Food and Drink Industries (BVE)

Haus der Land und Ernährungswirtschaft

Claire Walldoffstrasse

10117 Berlin

9:30 – 10:30 am

Welcome & Presentation by Stefanie Sabet, director BVE & general director of Workers Association Food and Beverages
Presentation on lobbying for the food & drink industry by Dr. Marcus Girnau, Vice President BLL (Federation of Food law and food science),
Introduction of US Delegates

Discussion: Digitalization in the Food & Agricultural Industries

10:30 -12:00 pm

Presentation: Blockchain as a sustainable business model for the Food and Agriculture Industries, Viktor Peter, Blockchain Government Expert
Presentation: IT and the USA, speaker TBD, IT Association of Berlin and Brandenburg

12:00 – 1:00 pm

Lunch at BVE

1:00 – 1:30 pm

Walk to Reichtagsufer

1:30 pm – 3:00 pm

Cultural Activities

Boat Tour

1-hour ride

4:00 – 5:00 pm

Networking with local stakeholders

Location: Eisenbahnstr. 42/43, 10997 Berlin

Tour & Visit of Markthalle Neun

Location: Eisenbahnstr. 42/43, 10997 Berlin

5:00- 6:30 pm

Discussion with founders:
Topic: Street- and Market food

<https://markthalleneun.de/>

Travel back to hotel

Location: Kantstrasse 163/165, 10623 Berlin

Friday, May 17 – Day Two at Berlin & Brandenburg

	Breakfast at hotel <i>Dress code: business casual</i>
8:30am – 10:00am	Board bus and travel <i>1 hour 15 minutes, 40 miles</i>
10:00am – 11:30 am	Visit to Astor Schneidwerkzeuge, <i>Location: Lebbiner Str. 18, 15859 Storkow (Markt)</i> ASTOR has been producing and selling blades and knives for food processing machines since 1994. With its staff of over 100 people, ASTOR provides many special skills in the fields of blade fabrication and processing of high-alloyed steels.
11:30 – 12:00 pm	Travel by bus <i>25 minutes, 13 miles</i>
12:00 – 12:30 pm	Networking lunch at Gläserne Molkerei dairy <i>Location: Molkereistraße 1, 15748 Münchehofe</i>
12:30 – 2:00 pm	Visit to Gläserne Molkerei dairy, Münchehofe Local company for organic milk products with a partially automated production line. The visit will be about Digitalization and vocational training.
2:00 – 3:30 pm	Travel by bus back to hotel <i>1 hour 15 minutes, 44 miles</i>
6:00pm – 8:00pm	Dinner
	Overnight stay at Hotel <i>Location: Kantstrasse 163/165, 10623 Berlin</i>

Saturday, May 18 – Departure home

	Breakfast at hotel
	Individual return travel to the US from the hotel in Berlin

About our Local Partners

Bielefeld



Food-Processing Initiative

“Connecting competences for innovative solutions!” - This summarizes best FPI’s mission. The food cluster aims at strengthening the competitiveness and innovation capacities of companies in the food sector. Our key objectives are:

- Facilitating contacts across the various food chains
- Supporting and initiating collaborative projects for innovative solutions
- Dissemination and exploitation of new knowledge

FPI has particular expertise in product and process innovation, digitization, quality and safety, resource efficiency, technology transfer and dissemination of research results. FPI as cluster organization has over 20 years’ experience in managing innovation projects in the food sector on regional, national, and European level with special attention to the involvement of SMEs.

www.foodprocessing.de/english/

Lower Saxony



German Institute of Food technologies (DIL)

The German Institute of Food Technologies taps new potentials every day and paves the way for innovations. With more than 175 member companies and 200 employees, DIL operates as a research institute working in the areas of food tech, analytics, sustainability and food data. The institute’s competences and technical capabilities span the full range of food technologies. This expertise is put into practice via the institute’s organizational structure, which is divided into interconnected research platforms and business divisions. Forming a bridge between science and practice, DIL supports its partners in the innovation process.

<https://www.dil-ev.de/en.html>



Federal State Initiative Food (LI Food)

The federal state initiative LI Food combines the competence and know-how in every field of the food system in Lower Saxony. Its aim is to mobilize and develop Lower Saxony’s innovation potential within the food system. The target is to facilitate innovative, environmentally friendly and sustainable solutions to the food industry, taking ethical and societal challenges into account. LI Food is focusing on five topics: food processing; sustainability; healthy food; digitalization in food systems; start-up/ entrepreneurship.

Berlin & Brandenburg



Federation of German Food and Drink Industries

The Federation of German Food and Drink Industries (BVE) is the umbrella organization of Germany's food and drink industry. Its members comprise branch associations (from non-alcoholic beverages, through meat products, dairy and confectionary to sugar) and major companies. For almost 70 years now, BVE is the strong voice of the food and drink industry, representing their interests regarding politics, administration, media, society and market partners worldwide. With offices in Berlin and Brussels, BVE is the central point of contact for national and EU policy. BVE's main tasks include promoting economic and political conditions that enable German producers to stand their ground on national and international markets. BVE fights for fair competition, less bureaucracy and more freedom for companies in order to secure prospects for businesses in the food and drink industry in Germany.

www.bve-online.de/english



Cluster Food Industry

Cluster Food Industry Brandenburg comprises SMEs and large companies that cover the food value chain from farm to fork. Research institutions and universities from the region add to the value chain at the beginning and at the very end, e. g. with a focus of using waste in an innovative and, at best, lucrative way.

The cluster management is based at the regional economic development agency. Their goal is to foster technology transfer and innovation within the region and to promote cooperation across national borders. To this end the cluster management closely cooperates with SMEs, business networks and the public administration as well as partners from abroad. Building trust between potential partners is high on the agenda as cooperation will not be lasting without.

One innovation example from the region is the "smart spade", which is able to detect soil quality immediately and more precisely than similar products on the market. The "smart spade" is currently in its pilot phase.

<http://ernaehrungswirtschaft-brandenburg.de/en/home-food>



EUROPEAN UNION

European Regional
Development Fund

About Our US Partners

Dayton, OH



The Chamber of Greater Springfield (Ohio)

For over 120 years The Chamber of Greater Springfield has advanced important economic and workforce development opportunities, promoted ideas that will make our region more progressive, and has helped its 600 plus members grow by connecting them with each other and the broader community. As the preeminent business organization in Greater Springfield, the Chamber drives economic growth, creates new opportunities for its members and building a more inclusive community.

greaterpringfield.com



Expand Greater Springfield

Since 1970, the Community Improvement Corporation of Springfield and Clark County ("CIC"), dba Expand Greater Springfield, has been directly or indirectly responsible for the creation or retention of over 21,000 jobs in the Clark County area and fixed asset investment of over \$2.2 billion in new facilities, equipment, and infrastructure. It has certified over \$300 million in industrial development bonds, constructed seven speculative buildings, built two industrial parks, and assisted with two others. The CIC is responsible for managing the industrial and office database for prospects and for responding to all regional and state inquiries, coordination of local Retention and Expansion efforts, and it has received awards for marketing, retention and expansion, and economic development projects.

expandgreaterpringfield.com



Dayton Development Coalition

The Dayton Development Coalition (DDC) is a non-profit economic development organization and a regional network partner for JobsOhio. The mission of the DDC is to recruit, expand and retain jobs in the Dayton, Ohio Region. We open doors for businesses interested in locating to or expanding within our region. We connect entrepreneurs who have a bold vision for growth to the resources they need to grow. We collaborate with local, state and federal elected leaders to advance the economic priorities of our region. We strive to raise the area's national profile and share why businesses should call the Dayton Region home.

Daytonregion.com

Minneapolis, MN



Minnesota Department of Agriculture

The mission of the Minnesota Department of Agriculture is to enhance Minnesotans' quality of life by ensuring the integrity of our food supply, the health of our environment, and the strength of the agricultural economy. In the processing and distribution segments of the food chain, MDA performs duties such as dairy and food processing facility inspections and international market development. Meanwhile, we continue to provide a consistently high level of service and protection to all those who grow, process and consume Minnesota-grown foods and look for opportunities to help the state's agricultural sector thrive in the global marketplace. mda.state.mn.us

Our Promotional Partner



U.S. Commercial Service supports the goals of this event, but does not endorse the specific products, or views of the participating organizations.