

GERMAN AMERICAN  
**TRADE**

SEP/OCT 2012



**From the  
Black Forest  
to Madison  
Avenue**

**"50 Years: The Rolling Stones"  
Interview with e-publisher  
Matthias Würfl**

**"Anything but Dirty"-  
Manufacturing Jobs:  
Mage Solar**

**Welcome to the C-Suite:  
Carsten Meyer-Rackwitz  
President, tesa tape inc.**

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# 'Made in Germany' Matters

The international media landscape was simpler 20 years ago, with just three TV stations broadcasting in English internationally. Now, it is 26. International media is not a novelty anymore – it has found its place in homes in America and around the globe. Each nation is looking to present its own brand of television and, in some way, influence the world and its people. But with all of this diversity, Deutsche Welle remains the only one that focuses on the financial, political and cultural stories that are shaping Germany and modern Europe.

And where does the world turn to when it is time to examine European business? The bulk of leading SMEs are not American or Japanese, but come from Rellingen, Wüstenselbitz or Weiler-Simmerberg. How often has Germany been called the motor of European business? Your local station won't provide you with insights into the financial world in Germany – you have to go to the source. World economic leaders rely on DW for information on European business and we continue to deliver with in-depth features and analysis – like recently with our “Transatlantic Ties” special that examined European-American trade.

A financial crisis in the European Union has shown the importance of valid information. In the age of Twitter headlines, breaking news on iPhones and constant updates, quality journalism is required to provide the big picture. And, in this



Erik Bettermann  
Director General  
Deutsche Welle (DW)

regard, “Made in Germany” still means something around the world. Quality and reliability are characteristics that have defined German culture from the beginning – and these are characteristics that we stand by in our daily work. One of our strengths is creating a connection between the latest information and credible analysis in the digital world – with an unbiased and comprehensive view of Germany.

It is also how Deutsche Welle is actively contributing to Germany's image. A positive image leads to greater investments in German business, more German imports, more interest in the German culture and language. And this will be even more important as competition increases in the future.

Sincerely,  
Erik Bettermann  
Director General  
Deutsche Welle (DW)

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## **German Renewables Output With Record High**

Germany produced 67.9 billion kilowatt hours of renewable energy in the first half of 2012, a record high and an increase of 19.5% from the same period last year as industry figures show. Renewables now account for 25% of energy production, up from 21% last year, the country's energy industry association (BDEW) said in a statement that reinforced Germany's position as a leader in green technology. Wind energy was the largest contributor of green power, accounting for 9.2% of all energy output.

>> [www.reuters.com](http://www.reuters.com)

## **Germany Relaxes Visa Rules for Entrepreneurs and Skilled Workers**

Since the beginning of August many foreign investors and their foreign employees will have an easier time obtaining a residence permit in Germany. Two key changes have been made to streamline the visa process for these groups. The EU Blue Card will be introduced. Also, capital and job creation requirements have been eased for investors looking to start a company in Germany.

>> [www.marketwatch.com](http://www.marketwatch.com)

## **German Laser Cutting Firm LaserJob Expands into North America**

LaserJob Inc., a German provider of laser cutting and other laser material processing services, has opened a North American facility near Kitchener, Ontario, to better serve domestic customers. Founded in 1992 near Munich, Germany, LaserJob specializes in laser-cut

stencils for printed circuit boards used in electronic devices, notably smartphones. Among its major North American customers is Blackberry device maker Research In Motion.

>> [www.industrial-lasers.com](http://www.industrial-lasers.com)

## **Sandoz Completes Acquisition of Fougera Pharmaceuticals**

Sandoz, headquartered in Holzkirchen, Germany, has completed its US\$ 1.525 billion acquisition of specialty U.S. dermatology company Fougera Pharmaceuticals on a cash and debt free basis. Fougera had net sales of US\$ 429 million in 2011 in the U.S. alone and, combined with Sandoz's existing generic dermatology franchise, this positions Sandoz as the new #1 in generic dermatology medicines both globally and in the U.S. Fougera has strong dermatology development and manufacturing expertise, particularly in the area of semi-solid forms such as creams and ointments, as well as a well-known branded business, PharmaDerm.

>> [www.marketwatch.com](http://www.marketwatch.com)

## **Solarcube Establishes U.S. Subsidiary in New Jersey**

Solarcube GmbH, a Germany-based provider of solar mounting products and PV carports, has established Solarcube LLC, a Bridgewater, NJ-based U.S. subsidiary. The new subsidiary marks the company's entry into the U.S. market, where Solarcube says it expects to see major installation growth over the next several years. The company also plans to open an operational office in New York.

>> [www.solarindustrymag.com](http://www.solarindustrymag.com)



### German-Americans Dominant Ethnic Group in U.S. — but not Hawaii

A new analysis of data from the U.S. Census Bureau found that more people in the United States can trace their family roots to Germany than to any other country — except in Hawaii. Four Hawaii metropolitan and metropolitan markets — Honolulu, Kapaa on Kauai, Kahului-Wailuku on Maui and Hilo — were near the bottom of the rankings for the percentage of people of German ancestry, according to the analysis of 2010 data by On Numbers, an affiliate of Pacific Business News. >> [www.bizjournals.com](http://www.bizjournals.com)

### USG to Sell European Business to Gebr. Knauf for \$80 Million

USG Corp. has agreed to sell its European business operations to German building materials company Gebr. Knauf Verwaltungsgesellschaft KG for about \$80 million. Although USG's European operations perform well, the company would like to focus its investment in higher growth markets. The businesses being sold include the manufacturing and distribution of USG's Donn brand ceiling grid and Sheetrock brand finishing compounds throughout Europe. >> [www.wsj.com](http://www.wsj.com)

### ThyssenKrupp Posts profit as Europe Steelmakers struggle

Germany's biggest steelmaker gained the most this year in Frankfurt after posting profit that beat analyst estimates and affirming annual targets. Adjusted earnings before interest and taxes, used by ThyssenKrupp to forecast future results, fell 79 percent to 122

million Euros (\$150 million) in the fiscal third-quarter as losses from the Steel Americas unit widened. Europe's steel companies have seen margins squeezed as the region's economic woes curb demand from the car, appliance and building industries, weighing on prices. >> [www.businessweek.com](http://www.businessweek.com)

### Germany's ContiTech Announces one of the Largest Acquisitions in Company History

ContiTech Fluid Technology business unit to acquire Parker Hannifin's automotive air condi-

tioning business - Provides stronger market position in NAFTA and in Asia - Includes five production sites and 1,000 employees

ContiTech will take on approximately 1,000 employees in total from this acquisition. The acquired business manufactures refrigerant control and containment components for passenger car and light truck vehicle air conditioning applications. It is one of the largest acquisitions in ContiTech's history. >> [www.sacbee.com](http://www.sacbee.com)

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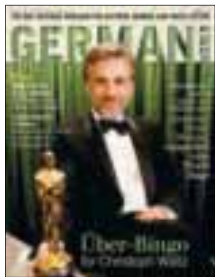
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### Schletter Inc. puts more than 300 people to work in Cleveland County

It's the biggest manufacturing announcement for Cleveland County in six years. And it's going to put more than 300 people to work. Schletter Inc. announced plans to purchase a 100,000-square-foot shell building for the company's U.S. headquarters. The company will also create 305 new jobs by the end of 2016 and invest more than \$27 million, according to the announcement. The forecast of average annual wage for the new jobs with Schletter Inc.: \$40,660, plus benefits (county average: \$32,760)

>> [www.gastongazette.com](http://www.gastongazette.com)

### Germany coaxes reluctant investors for green energy revolution

Germany's energy industry needs to achieve a transformation on a massive scale to meet a looming capacity gap prompted by the government's decision to exit nuclear power. If Germany's energy revolution - heralded as the "Energiewende"- succeeds, it could become a model for other industrialized countries seeking to curb both greenhouse gas emissions and their dependence on imported energy.

>> [www.reuters.com](http://www.reuters.com)

### German grocer Aldi steps up presence in Florida

German food market Aldi is expanding its business in Florida, planning to hire 200 and open three more stores. When it comes to German companies doing business in the United States, most Americans think of the big carmakers like Volkswagen or BMW. Add a grocery

store to the list: Aldi. The chain wants to bring at least 200 new jobs to the Sunshine State. In more than 35 hiring events across Florida through the end of September, the company is seeking to increase its workforce and is searching for cashiers, shift managers and manager trainees.

>> [www.miamiherald.com](http://www.miamiherald.com)

### German Company Expands Manufacturing to Las Vegas

A German company that has built a strong U.S. client base is now setting up shop in southern Nevada. Spreadshirt, a manufacturer of custom shirts, was founded in 2001 as a print-on-demand company, later developing online technology to fill customers' orders. The company allows its customers to submit custom designs and graphics to be printed on such items as shirts, aprons, accessories and umbrellas. Spreadshirt decided to expand to Las Vegas in search of a West Coast presence.

>> [www.8newsnow.com](http://www.8newsnow.com)

### Ten years on, Hartz labor reforms aid Germany

Ten years ago, on August 16, 2002, a commission named after and headed by Volkswagen manager Peter Hartz, presented a blueprint for modern labor market policies. "I want to make it very clear that I will make every effort to use all the instruments we have at our disposal from this day on," said Germany's then-Chancellor Gerhard Schröder. Compared to 2.8 million unemployed in Germany today, more than 4 million people were jobless in 2002. The labor market system urgently needed to be revamped. All the same, many economists argue the reforms introduced ten

years ago are the foundation of Germany's present labor market situation and the reason the German economy still prospers despite the euro crisis.  
 >> [www.dw.de](http://www.dw.de)

**Riverside Polishes German Platform**

The Riverside Company has acquired the U.S. food ingredients distribution business of Centerchem, a distributor of Capol products. Based in Elmshorn, Germany, Capol is a Riverside platform company that develops and manufactures polishing, anti-sticking and release agents used for confectionary applications. The new U.S. opera-

tion, Capol LLC, is based in Northbrook, Illinois. Capol sells to clients in more than 60 nations, and is the world's leading glazing expert for the confectionary industry.  
 >> [www.equities.com](http://www.equities.com)

**European private equity firm IK Investment Partners decided not to sell Schenck Process**

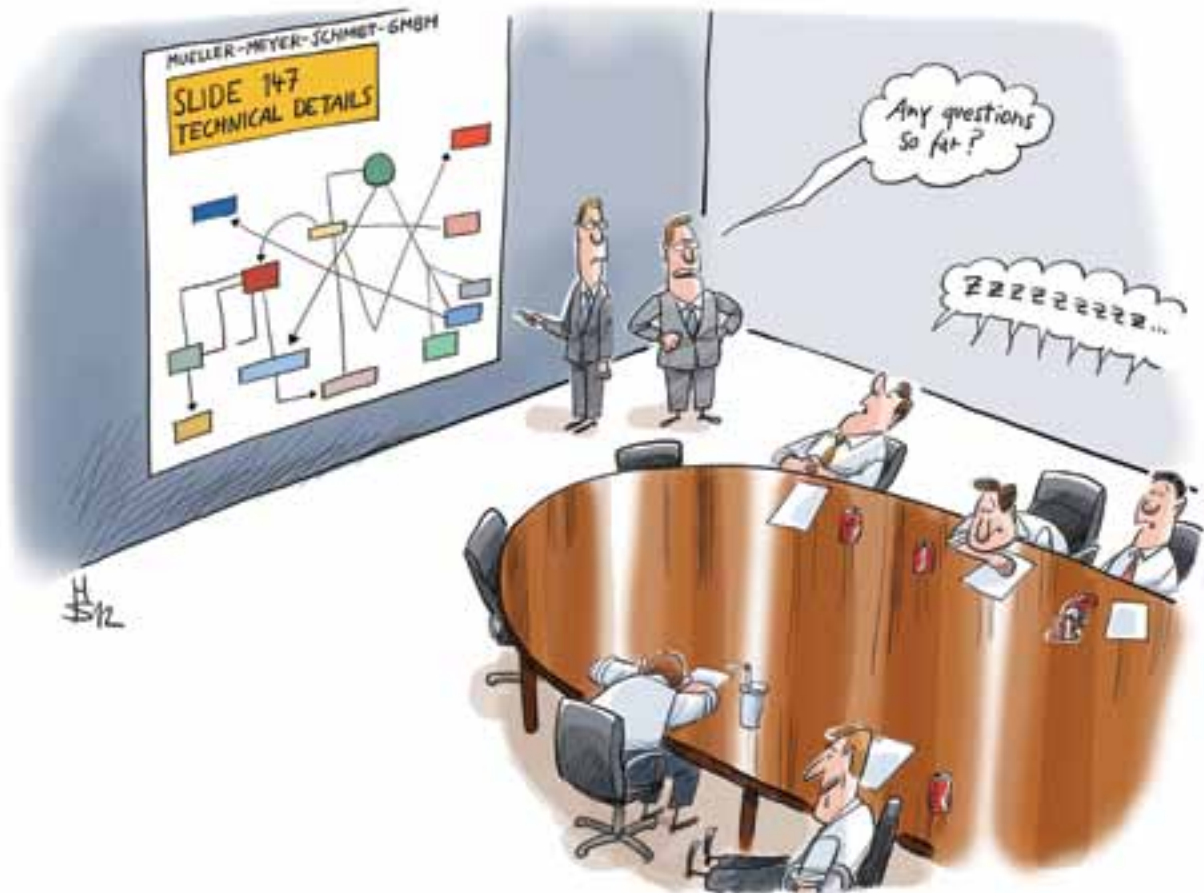
In the United States, Schenck AccuRate Inc. has joined with sister company Mac Process Inc., to form a unified Schenck Process North America Inc. Mac Process makes pneumatic conveying and air filtration systems. Schenck AccuRate makes

gravimetric and volumetric feeders, bulk bag discharging equipment, vibratory feeders and other products. When it is officially launched, Schenck Process North America will be a one-stop shop for conveying, weighing, feeding or air filtration.  
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Cultural Stereotypes 101  
 Exclusive cartoon for German American Trade by Heiko Sakurai [www.sakurai-cartoons.de](http://www.sakurai-cartoons.de)



# From the Black Forest to Madison Avenue

## Duravit Redefines Living Bathrooms

**D**uravit, known for its rich history and German roots, is a leading global manufacturer of luxury bathroom ceramics and furnishings. Although originally known as a producer for residential environments, Duravit is quickly winning over the commercial community with its clean, modern designs and highly functional product offerings. As the company has grown, so have its international branches, especially Duravit USA.

### Worldwide Wonder

Duravit USA was founded in 1996 under the leadership of president Timothy Schroeder and was the

company's first stand-alone international subsidiary. Bringing its "living bathrooms" motto to the U.S. served as a key move for the company to secure its standing as one of the top bathroom innovators in the world. This early adoption of an international strategy provided the foundation for the growth the company still enjoys to this day.

### Big Apple Expansion

After celebrating success in the new market and solidifying its place as an international leader in the decorative plumbing industry, Duravit took the next logical step and opened a New York City showroom. Located in

New York's new design district on Madison Avenue, the showroom was groundbreaking for both the company and the bathroom industry alike, as Duravit became one of the first industry players with its own New York showroom. Now fondly known as "DNYC," the showroom was designed by Stuttgart-based architecture firm Schmutz & Partner and pays homage to Duravit's key design principles of sleek simplicity and innovation. Four years later, the showroom remains the first port of call for bathroom design in the city, allowing customers, architects, dealers, and specifiers to take advantage of hands-on product experience and in-depth consultations.

### Perfection in Partnership

The showroom serves as an ideal canvas to show off Duravit's impeccable products and collaborators. Since the late 1980s, the company has partnered with top creative innovators, setting design and technological industry trends, with the likes of Philippe Starck, Sieger Design, Phoenix Design, EOOS, James Irvine, Norman Foster, Matteo Thun, Michael Graves, and Massimo Iosa Ghini. The resulting

*The showroom is in the form of a "blue space," a unique and experimental design based on the architect's goal to create "a flowing, floating space with a weightless atmosphere."*





# DURAVIT

designs are among Duravit's most well known series, most recently including the SensoWash Starck (Philippe Starck) shower-toilet and the revolutionary OpenSpace "disappearing" shower (E00S).

Duravit was the first in the industry to focus on designer collaborations more than 20 years ago, and has since made them a staple of the company's design philosophy. Thanks in part to its creative collaborators, Duravit is known for a range of iconic products and ranges, including the Happy D. series, inspired by the shape of the letter "D," and Onto, Delos and Esplanade enrich the bathroom with sleek furniture in wood tones. Duravit also pioneered the wall hung toilet concept in collaboration with Swiss manufacturer Geberit, thus revolutionizing the bathroom with a new concept for saving space and water.

## **A Place For Wellness**

Product innovation is a critical tenant of Duravit's strategy. Led by design, the company is constantly reinventing its processes, and expanding the definition of the living bath. Bringing wellness into the private bathroom has become synonymous with luxury and redeveloped the space as a home spa to retreat from the hectic pace of today's lifestyle.



*Starck 1 collection*



*The Duravit NYC Team with Star Designer Philippe Starck*

One recent innovation is the SensoWash Starck shower toilet. Combining a standard European bidet and timelessly designed toilet with features like adjustable wash sprays, lighting and a smart remote control, SensoWash is one of the most unique products of its kind on the market. Other areas of wellness focus on the steam shower, sauna or whirlpool system tub, providing the luxury of the private spa. Remote controls are clean, waterproof, and intuitive in function, propelling the company forward as a pioneer in new luxury.

### High-Tech Integration

To support Duravit's product innovations, the company has developed technological tools to drive and inform the specification process. Among these initiatives was a 2011 website redesign, the central tenant of which is an IP filter that seamlessly redirects the user to a country-specific website designed for the standards and needs of that market. The functional structure and interface is designed to empower visitors with the right tools for selecting bathroom products to meet their lifestyle. The site incorporates microsites for popular Duravit ranges such as SensoWash, Cucina, and Darling New which provide a simple focus on the product of interest and configurator for laying out their very own bathroom.

Duravit USA was also behind the launch of the Duravit "Pro" website for architects, designers, and planners. This specialized portal provides a host of detailed specification information for the trade, 24/7.

...continued on page 12

## Q&A with Timothy Schroeder, President, Duravit USA

**T**he company may be nearly 200 years old, but nothing is stopping Duravit.

We sat down with Duravit U.S. president Tim Schroeder to delve further into the company's rich past and exciting future to learn more about all the Duravit USA brand has to offer.

**GAT:** Mr. Schroeder, what is it about German bathroom sanitaryware that has such an appeal to the American consumer?

**Tim Schroeder (TS):** Urban America identifies with modernism, which in many ways is the thread that weaves the fabric behind German design. Additionally, in American consumer culture there is a high demand for value: service and quality are the fashion cornerstones of consumer ideology. The thought process is, "I will invest more in a product that is not only smart, but lasts" – something that German engineering is synonymous with – quality, durability and excellence in design. Americans trust German engineering.

There is also the sense of pragmatism that drives German engineering. At Duravit, for example, our collections are created with a focus on flexibility. Our service and products adhere to all individual tastes thanks to their versatility and the ability to choose between a wide variety of styles and collections.



*Timothy Schroeder,  
President, Duravit USA*

**GAT:** How does Duravit differentiate itself from its major American competitors?

**TS:** First and foremost through design, which leads and drives everything that we do.

Duravit is synonymous with living bathrooms and, over the last few years, we have established an international reputation as a company with high-quality materials and timeless design. Together with high-profile designers, like Philippe Starck, Sieger Design and E00S, we continue to develop innovative new products for different lifestyles and budgets – a variety of choice – or as we call it, everything "from jeans to dinner jacket." We not only regard ourselves as a think-tank for design-conscious products, but we also place a clear focus on the



*Duravit Design Center Hornberg, Germany*

overall design of unique bathroom experiences – ones that enhance quality of life. Our brand is modern but not “trendy.”

**GAT:** Which channels does Duravit USA use to market its products in North America?

**TS:** Our supply channels range from multi-tiered, two- to three-step distribution (wholesale to designer to mechanical to retailer or decorative showroom dealer). We have a strong focus on the architecture and design community, as they understand and identify closely with our product. Having the support of this community is essential because we do not have to explain our product line or the manifest of a particular design trend to a group that is fully engaged in all that is new and sexy.

We also continue to pursue channels including the developer, hospitality remodeler, mechanical (for semi-public spaces), multihousing professional and custom home

builder. Finding our way into markets such as these has allowed us to expand our product awareness and project diversity. We are committed to educating these communities about the broad spectrum of applications for our products, which includes everything from high end residential to hospitality to semi public to commercial.

**GAT:** The Duravit U.S. headquarters are based in Georgia, how long has it been there and why did the company select that location?

**TS:** We have been in Duluth, Georgia since 1996. We selected this location first and foremost because of its accessibility. Being on the East Coast allows for easy trans- Atlantic travel. Atlanta being Delta’s hub and a large international airport provides for ease of access to any market in North America and is an ideal choice for travel to Europe, particularly Germany. Atlanta is also a strong distribution city with

port access, allowing for seamless embarkation and import.

Second, Atlanta has a strong international presence, which was important to our company culture, brand, product awareness and sense of community. When we first moved to the area, we were joining some of our local German industry friends, like Dornbracht, Hansgrohe and KWC. Atlanta has a strong German American Chamber of Commerce which also provided for a cultural exchange that has helped many companies like ours thrive.

Lastly, being in Atlanta gave us access to a young and mobile work force. Atlanta is a large city that employs many university graduates from the entire Southeast, which was appealing to a company like ours that was looking to build a strong and effective local team.

**GAT:** Tell us a bit about yourself - you carry a German last name, do you actually speak the language? How often do you have to travel to the company HQ in the Black Forest?

**TS:** I’ve been with Duravit for 21 years and although I’ve never had any formal training, I do speak a little bit of German. The international language for the company is English and therefore this is how I communicate with my overseas colleagues.

I travel to our HQ in the Black Forest four to five times a year and each time I am re-inspired by the rich local landscape and beautiful culture – and of course, I am fond of the autobahn and the local beer! ■

Urban America identifies with modernism, which in many ways is the **thread that weaves the fabric behind German design.**

### **Savvy Sustainability**

One of the pillars of Duravit design is the development of lasting, high-quality products that combine environmentally aware innovation with timeless design. Even before sustainability was identified as a hot topic, the company produced products that were mindful of the earth's resources, beginning with production and carrying through applied life cycle. Products requiring electricity come with power-saving modes. Other products, like Duravit's eco-conscious dry urinals and WaterSense toilets, underscore

the company's "Water is Life" standard of living, which is carried through the brand's design and everything the company stands for and acts on. ■

### **Contact Information**

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*Onto by Matteo Thun*



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# Interview with Matthias Würfl

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By Hanspeter Künzler

Over their 50 year history, journalists have collected a treasure trove of material, but none more prolific than music journalist Hanspeter Künzler. German company The eBook People have partnered with Künzler in this new exciting venture.

**GAT:** "50 Years: The Rolling Stones" – made into a compilation and released in a digital format by your company, The eBook People (based in Munich, Germany), being lauded in the Esquire, the Wall Street Journal and many other influential publications around the globe. How did this collaboration start and whose idea was it?

**Matthias Würfl (MW):** We had already known Hanspeter through our publishing work for many years. We came up with the idea and he was quickly convinced to cooperate



**Matthias Würfl, 35,** is the Managing Director of The eBook People, pioneering an e-commerce publishing platform. Together with his business partner Michael Karg, he runs also The Interview People, specializing in licensing and syndication of text and images.

with us on this interesting project. The idea came originally from my friend and business partner Michael Karg. And after sitting with Hanspeter over a couple of beers in a London pub in Notting Hill, we had a pretty clear game plan.

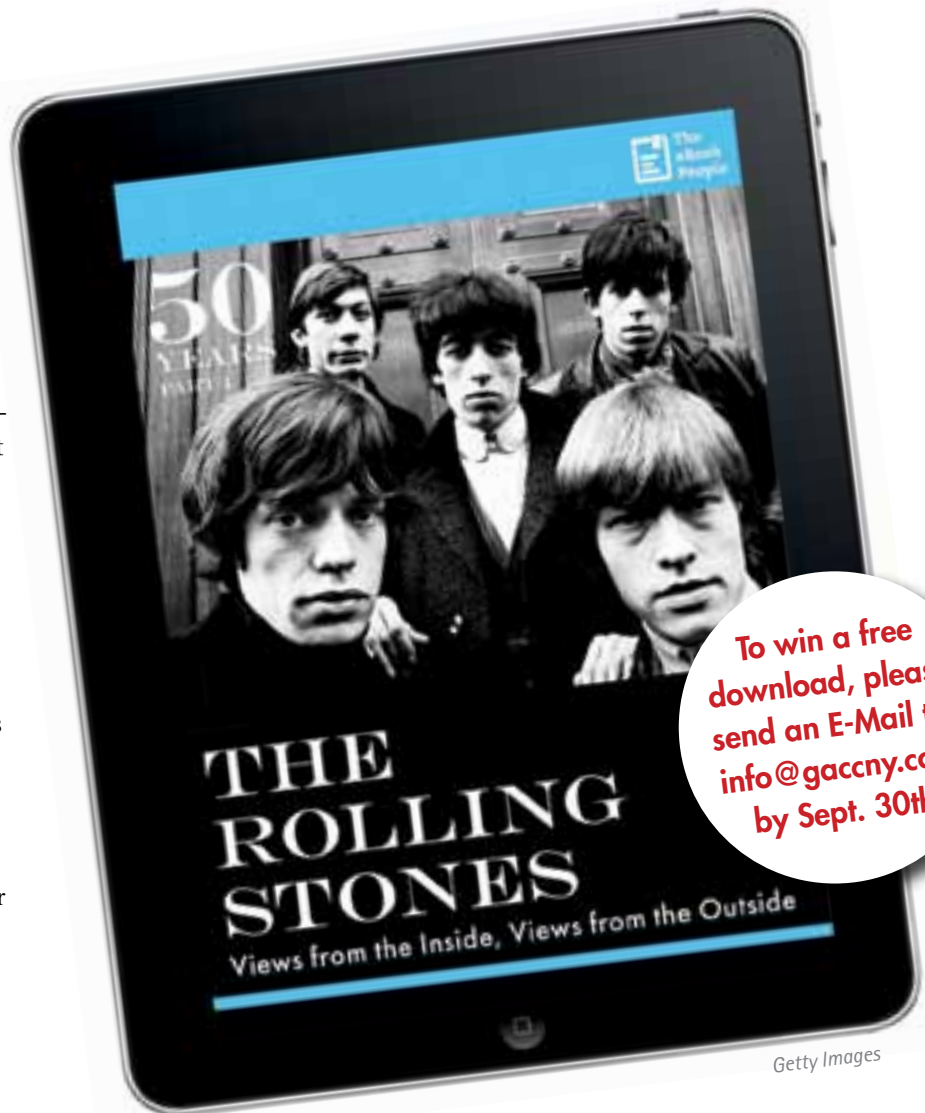
**GAT:** How did Hanspeter Künzler uncover all this material? Were there any copyright issues? Where can people download the eBook?

**MW:** Hanspeter wrote the introductions to all those 25 chapters of part one as he will again write them for the second part. He was also in charge of reviewing the studio albums once again. We, The eBook People, went to all those archives and sorted out the interviews, features and images we wanted to put into the eBook. Copyright issues did not arise. Either the publication we licensed the piece from had the right to give it to us or not. The Rolling Stones and many other eBooks can be downloaded from our site: [www.theebookpeople.com](http://www.theebookpeople.com).

**GAT:** Do you consider your company, The eBook People, a trendsetter for the e-publishing sector in Germany?

**MW:** At a 1-percent market share, eBooks still play a minor role in Germany. In the U.S., however, Amazon is already selling more eBooks than printed books. For this reason and the fact that we do not have printing, warehousing or distribution costs arising, we have a huge advantage. But we do not consider us a trendsetter. We want to try to help publishing houses and freelance journalists and image banks to monetize their archive content. That's what we also do with our other

publishing house, [www.theinterviewpeople.com](http://www.theinterviewpeople.com). And in our "digital" times, for us, the eBook seems to be a reasonable type of media to do so. The next project for example will be an interview collection featuring the stars from the Twilight movies: Robert Pattinson, Kristen Stewart and Taylor Lautner – with a lot of images. This has, in regards to the huge fan base out there, the potential to mark our eBook publishing as trendsetting – even if that is not what we aim for. ■



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Eight routes through the Wonders of World Heritage in Germany. Why not come along? Visit [www7.dw.de/welterbe/en/start](http://www7.dw.de/welterbe/en/start) ■



Route 1: From the Wadden Sea via Bremen, Lübeck and Wismar to Stralsund



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](http://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](http://www.dw.de)



# Anything but Dirty

## 21st Century Manufacturing Jobs

**S**ince opening its U.S.-headquarters in Georgia in 2009 MAGE SOLAR quickly established itself as a strong industry partner and specialist for complete premium solar PV-systems. From top-efficiency PV-modules and inverters to mounting solutions, engineering support, professional training, and a multitude of other services, the company provides installers with optimally developed turnkey solar systems.

Based out of Ravensburg, Germany, the decision to establish a U.S.-presence has been a logical one: Its cleverly engineered PV-modules and other products had been a strong market leader since 2007 and the company had been growing at a rapid pace all over Europe, especially Italy, France, Belgium, the UK and the Czech Republic to name just a few. MAGE SOLAR is also part of MAGE INDUSTRIE HOLDING AG, a group

that spans across five business sectors (predominantly building and fastening technologies) with a strong commitment to R+D. With more than 30 companies in 21 countries boasting 40 years of global experience, MAGE HOLDING was a valuable resource to give MAGE SOLAR additional leverage as a truly global player.

In 2010, MAGE SOLAR USA was able to move into an existing 200,000 sq. ft. facility in Dublin, Georgia, within close proximity to major Interstates, and about two hours away from major traffic hubs Savannah (seaport) and Atlanta (airport). Today the building houses the corporate headquarters, a production facility for maximum-performance MAGE POWERTEC PLUS modules, the main distribution center and MAGE SOLAR ACADEMY (a state-of-the-art training facility which opened its doors in January of 2011). Workers at the Dublin location

are highly-skilled professionals that have been specially trained to fulfill the demands of a fast-paced high-tech work environment that also continuously changes and adapts to new market requirements.

A year ago MAGE SOLAR started producing a fully ARRA-compliant U.S.-version of its German engineered modules which has been highly welcomed by the city of Dublin and surrounding counties. Rural communities in the central Georgia area had been especially hard hit during the recession and MAGE SOLAR was able to hire a significant amount of the workforce back into high-paying, long-term clean energy jobs. As one of the few manufacturers in the solar industry, MAGE SOLAR provides a 30 year 80% power guarantee on its signature MAGE POWERTEC PLUS solar modules among other leading product warranties and needed a strong, top-trained workforce that aligned with its high



*MAGE SOLAR provides solar PV modules and systems for a multitude of different applications. Pictured here is a solar tracker with integrated EV charging stations at the GM plant in Michigan.*



quality and safety standards. A special collaboration with Quick Start, an award-winning workforce training program the state of Georgia offers, created a special well-customized training approach that has been implemented with great success so workers can quickly adjust to changing market needs in a fast-changing and continually developing industry.

MAGE SOLAR ACADEMY is another training opportunity the company is offering not only internally for orientation and professional development, but mainly as a for-profit educational center for industry professionals, such as installers, roofers, electricians who are looking for opportunities to enter or expand their presence in the solar market. The national and international students at MAGE SOLAR ACADEMY can choose from a range of courses in a variety of formats (on site in Dublin, on the road as a mobile 'mini-university', or via webinar), but the Academy's curriculum also addresses the broader public. Many private citizens, school classes and municipal officials have attended seminars and events at MAGE SOLAR ACADEMY that provide education about sustainability, renewable resources, and solar energy in particular.

Ever since entering the U.S. market, activities at MAGE SOLAR have accelerated at an amazing speed. Today, the company has a strong sales presence in all U.S. states (except Alaska) and recently expanded to the major Latin American and

Caribbean markets with great success. Back in the spring MAGE SOLAR opened a Logistics Center in Arizona to serve West Coast customer base even more conveniently and with a dramatically improved delivery speed.

MAGE SOLAR CEO and President Joe Thomas, a Georgia native, sums up the key of the company's success strategy: "In the ever-changing and often challenging solar market, MAGE SOLAR provides its customers with more than premium-quality products and reliable services. We are able to combine the best of both world – a well established, German engineered product backed by a strong commitment to excellence merged with a thorough understanding of the U.S.-markets, made right here in the States with an unwavering dedication to customer service." ■

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Tel: (478) 609-6640

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>> [info@magesolar.com](mailto:info@magesolar.com)



*Above: MAGE SOLAR modules are powering homes and factories across the continent, like this 1MW rooftop system at a manufacturing plant in New Jersey.*

*Below: Premium top-performance MAGE POWERTEC PLUS Modules are produced at the Dublin, Georgia, plant © MAGE SOLAR.*





# Transportation Bill Signed Into Law

## Strong Investment Demand for Highway Infrastructure

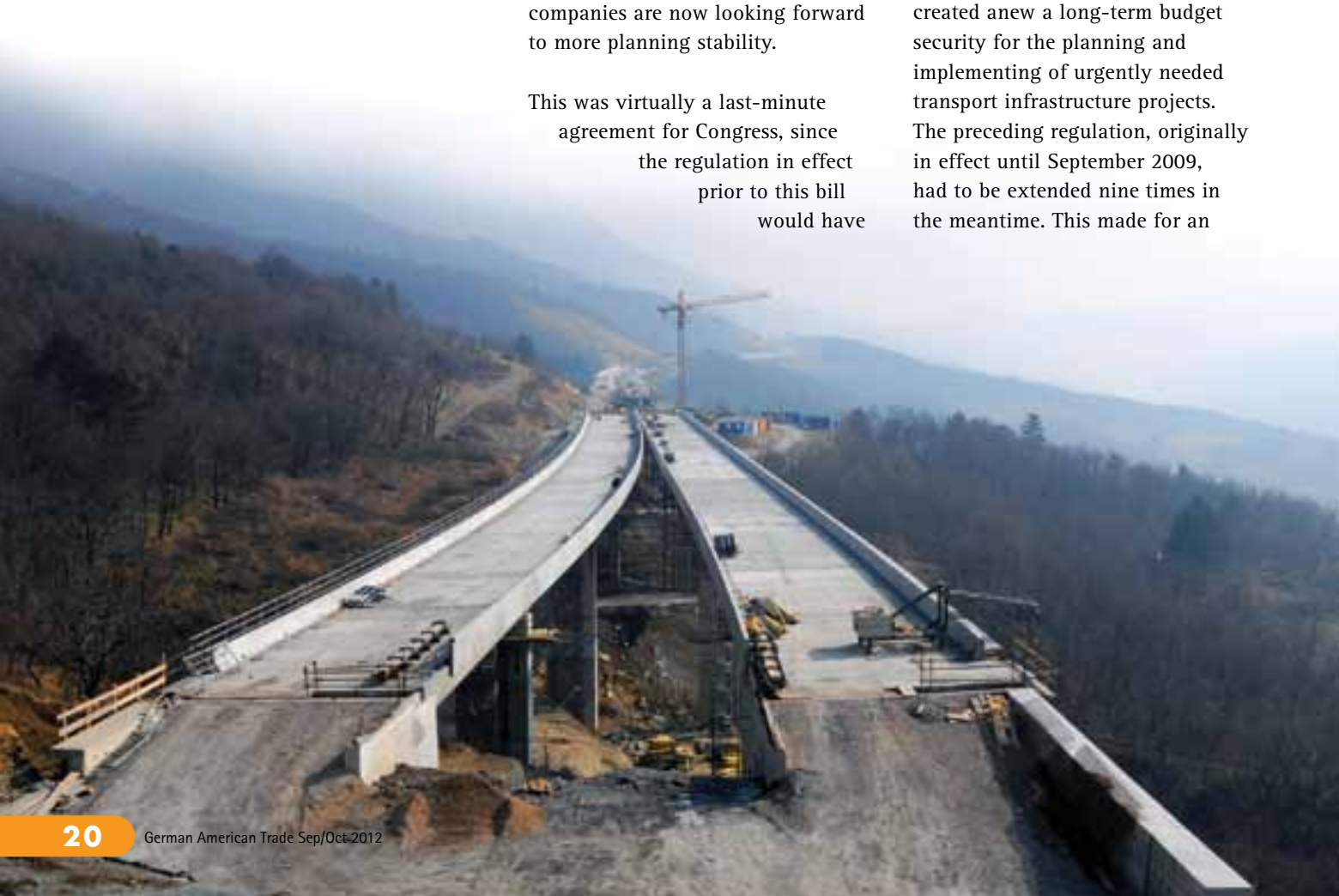
by Martin Wiekert, Germany Trade and Invest

In June 2012, by passing the so-called transportation bill, Congress secured federal funding for highway and other transportation projects in the U.S. The bill, also called MAP-21, short for Moving Ahead for Progress in the 21st Century, earmarks \$104 billion (approx. EUR 85 billion), a large part of which is for construction and restoration projects. The construction sector and engineering companies are now looking forward to more planning stability.

This was virtually a last-minute agreement for Congress, since the regulation in effect prior to this bill would have

expired in July. This would have stopped or delayed numerous federally funded projects in regards to the construction of highways, bridges and other land-based transit projects – and it would have had the respective impact on all players in the field.

Representatives of the construction sector and engineering companies welcomed the new law which created anew a long-term budget security for the planning and implementing of urgently needed transport infrastructure projects. The preceding regulation, originally in effect until September 2009, had to be extended nine times in the meantime. This made for an







### About the Author

#### Martin Wiekert

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

Martin Wiekert has recently become one of the directors of GTAI in Washington D.C. He has prior led the team "Market Access - Industries" in Bonn/Germany where he conducted research on numerous foreign markets.

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>> [www.gtai.de](http://www.gtai.de)

uncertain planning basis on which companies, government agencies and local authorities participating in projects had to operate.

The fact that an agreement could be reached in Congress in view of the bill on hand despite an ongoing election campaign and the pressing



## 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.

consolidation of the budget shows the need for action to enhance the transport infrastructure. The road and railroad networks in the U.S. are seen as mediocre in comparison to other industrial nations and can merely play catch-up when it comes to the standards of many Western European countries. In the Global Competitiveness Report 2011-2012 prepared by the World Economic Forum, the U.S. only ranked 24th in the category "Quality of Overall Infrastructure", just behind Malaysia and ahead of Taiwan. In the evaluation of the road network and the railroad infrastructure, the U.S. came in 20th, while many European nations, including Germany, ranked significantly higher.

These moderate evaluations of the U.S. transportation system are the result of a prolonged capital investment restraint, which had already started before the turn of the millennium. After a survey conducted by the Congressional

Budget Office, the share of public expenditure in the gross domestic product for the transport and water infrastructures gradually decreased from 3% to 2.4% between 1960 and 2007.

In order not to lose its competitive edge compared to other countries in the future, the U.S. must increase investments in its transportation system. Unlike in Europe, the U.S. population is still growing and the need for mobility will also increase in the future.

For German companies, this opens up various opportunities to participate in the modernization of the U.S. transportation system. Now, not only engineers, designers and suppliers of infrastructure are in demand, but also providers of intelligent traffic control systems and other technical solutions. ■

*Translation from German by  
Sandy Jones, GACC New York*

### Expenditure for transportation projects in line with "MAP-21" (expenditure approval in million \$)

	Expenditure approval Fiscal year 2013 *	Expenditure approval Fiscal year 2014 *
Federal aid highway programs	40.560	40.625
Public transit systems	10.584	10.701
National Highway Traffic Safety Administration programs	747	756

\* The fiscal period runs from October 1 of the previous year till September 30 of the current year.

WASHINGTON  
★ UPDATE ★

NEWS FROM INSIDE THE BELTWAY

# BDI President Keitel:

## Focus on Strength, not on Crisis

by Dr. Christoph Schemionek (RGIT) and Daniel Andrich (BDI)

The President of the Federation of German Industries (BDI), Prof. Dr. Hans-Peter Keitel, gave a speech on “Stability and Growth – A Perspective from German Business” on July 16th at the Peterson Institute for International Economics (PIIE) in Washington, D.C. He emphasized that Europe should again focus on its strengths and get less stuck on discussing the topic of “crisis”. He noted that Germany and German industry both are currently economically well positioned. With more than 41 million people employed there are more consumers, more tax revenue, and welfare costs are lower.

Germany is slated to grow at 1% this year, but it’s possible that in the long term economic growth will slow. Then, aid to other Euro-countries will be more difficult. Keitel stated that Europe needs to consolidate its budgets and focus on growth. In order not to lose their sovereignty, countries would have to try to be more independent from the forces of the financial markets. Project bonds can be a good idea, but only feasible if real projects are identified.

BDI President Keitel underlined that a strong Europe, both politically and economically, is essential to the transatlantic partnership. He strongly supported a deepening of the transatlantic market integration. Europe



BDI President Prof. Dr. Hans-Peter Keitel speaks before an audience of 100 at the Peterson Institute

and the U.S. should also focus on their common principles that private initiative and private business have a key role in creating sustainable growth and jobs.

The event was co-hosted by the Representative of German Industry and Trade (RGIT) and in cooperation with the German Embassy. Keitel had further meetings with U.S. Senator for Connecticut, Joe Lieberman, with Jay Timmons, President of the National Association of Manufacturers (NAM), and with the President of the Inter-American Development Bank, Luis Alberto Moreno. ■

# Presidential Elections:

## What's at Stake for International Trade?

by Dr. Bettina Wurster, RGIT

**W**hile the presidential election campaigns are in full swing, businesses in the U.S. and abroad are asking what to expect from the candidates with regard to their respective international trade policies. However, answering questions about future expectations remains challenging during election season.

Democratic President Obama will certainly further pursue the Trade Policy Agenda he had set forth on March 1st of this year. It is an ambitious broad ranging document covering existing programs, trade enforcement and new initiatives. Bilateral engagement with China, measures related to the World Trade Organization (WTO), and the Transpacific Partnership (TPP) are the most prominently placed items on his schedule. He wants to focus on sustaining American economic growth through the expansion of job-supporting U.S. exports, for example by advancing the National Export Initiative (NEI). This is something he advocated for strongly during his last campaign. Furthermore, the Bureau of Industry and Security within the Department of Commerce recently outlined that potential future projects would be aimed toward making the export control system more rational and user friendly.

Regarding America's relations with the European Union President Obama



### About the Author

Dr. Bettina Wurster is the Deputy Representative at the office of the Representative of German Industry and Trade (RGIT).

issued a promising statement together with EU Commission President Barroso and EU Council President Van Rompuy on the occasion of the G20 meeting in Los Cabos, Mexico, in June in which they spurred hopes for a comprehensive transatlantic agreement in the near future.

Republican candidate Mitt Romney, too, is geared towards open markets to facilitate economic growth. He wants to pursue the TPP and an U.S.-EU agreement as well and considers free trade agreements with Brazil and India. To have decisions taken more quickly, Romney plans to reinstate the Trade Promotion Authority which would

prevent Congress from changing the free trade agreements negotiated by the president. Congress would either have to vote for or against them.

Mitt Romney also plans to create the "Reagan Economic Zone" which would be an affiliation of countries committed to free trade. According to Romney, this zone would codify the principles of free trade at the international level and place the issues now hindering trade in services and intellectual property in the center of the discussion. Little more information is available on the zone at this moment.

With regard to China, the Republican candidate also wants the Chinese to sign the WTO Government Procurement Agreement that would open their public procurement market to foreign tenderers.

One can expect that both candidates' trade agendas and positions will be substantiated significantly after the national conventions. The Republican National Convention is scheduled for the week of August 27th in Tampa, Florida – when Mitt Romney will be formally nominated as the Republican presidential candidate. The Democratic Convention will take place in Charlotte, North Carolina, on September 3rd to 6th. Businesses will have to remain on the lookout for further information on potential future trade programs. ■

# Delaware Means Business

## Global Reach Starts here in the First State

**D**elaware is the legal home to nearly one million business entities, including more than half of all U.S. publicly-traded companies and 64 percent of Fortune 500 businesses. Companies choose Delaware because we provide a comprehensive business environment, modern and flexible corporate laws, a highly-respected judiciary, a business-friendly state government and superior customer-service-oriented staff in our Division of Corporations.



Wilmington skyline



In addition, the experienced staff of the State of Delaware's International Trade and Development Group promotes the growth of business in Delaware by identifying expanding international businesses and initiating contacts with firms from around the globe. One of the Group's chief activities is to assist companies in establishing and expanding their business in the profitable U.S. marketplace.

According to the U.S. Department of Commerce, the average percentage of workers in foreign-owned companies in Delaware is 15% (the national average is 11%).

### Here are some other facts worth knowing:

- Delaware is the first state to approve legislation to install offshore wind farms.
- Delaware is ranked first in industry investments in R&D and is one of the top states in the nation for the number of patents issued per capita.
- Our high-quality workforce and innovative research and development environment provide excellent opportunities for technology-based business growth.

### Delaware's size & location are two of its many advantages.

Because of the state's small size, international business leaders will

find easy access to senior state executives and local officials.

Delaware's strategic location in the mid-Atlantic region offers convenient access to potential markets, including Boston, New York City, Philadelphia and Washington, D.C. Over 123 million consumers live within a 500-mile radius of Delaware.

In addition, the Port of Wilmington is a major deepwater port and marine terminal with North America's largest on-dock cold storage facility. There are two international airports close by, industrial rail, and an Amtrak train station on the Wilmington Riverfront.

Government agencies in Delaware work collaboratively to get employers the resources they need without



“Delaware is more responsive, more nimble, and more focused on jobs than any other state. We have removed impediments to job growth. We cut red tape and eliminated redundant and archaic regulatory hurdles because people can’t grow their businesses and create jobs when they are filling out forms.”

Governor Jack Markell

### Some of the advantages of locating in Delaware:

- Accessible and business-friendly government
- Close to the premier global financial center, New York City
- Corporate income tax credits for new and expanding businesses
- No state or local sales tax, no VAT
- No personal property or inventory tax
- One of the highest concentrations of scientists and engineers in the U.S.
- Diverse industries, agriculture, and life science research and commercialization

the usual bureaucratic red tape. Delaware offers simple registration, licensing and streamlined permitting to help businesses relocate or expand.

World-class museums and gardens, the performing arts and historic

homes dot Delaware’s landscape. We have pristine nature, tax-free shopping, and popular casino and race venues.

Delaware offers an array of education and training institutions and the state’s public school system has recently earned first place in President Obama’s Race to the Top education competition. The state also boasts nationally recognized charter and private schools.

Our institutions of higher learning collaborate with the State and the private sector to ensure our workforce is equipped for growth and our companies have access to the most innovative R&D.

The University of Delaware (UD) is home to nationally-recognized centers for cleantech research, focusing on fuel cells, energy conversion and carbon-free power integration; and life

sciences research, including cardiovascular, rehabilitative, translational cancer, and biomedical engineering. Its renowned College of Engineering includes the Center for The Fraunhofer USA – CMB, a division of the renowned German research organization Fraunhofer-Gesellschaft.

CMB has developed a suite of new technologies, including engineered plant viruses for producing veterinary and human vaccines, therapeutic proteins, antibodies and industrial enzymes in plants.

The technological advances at the Center are gaining broader recognition, and major funding was received from the U.S. Department of Defense to develop additional vaccine candidates against bio-agents. The Delaware congressional delegation teamed up to win a \$3.5 million appropriation for CMB to do this work.

### Exports of all commodities to Germany

		2011 Exports in USD
	ALL COUNTRIES	5,509,511,785
1	Canada	1,500,950,179
2	United Kingdom	928,508,362
3	China	464,779,918
4	Japan	373,228,207
5	Germany	263,196,883
6	Singapore	158,559,299
7	Mexico	150,869,140
8	Korea, Republic of	135,122,523
9	Netherlands	124,663,843
10	Belgium	124,176,989

### Overall exports by Top 5 Products

		2011 Exports in USD
1	Pharmaceuticals	2,079,952,215.00
2	Plastics	578,598,623.00
3	Optic-Photo-Medic Equip	566,700,513.00
4	Industrial Machinery	356,173,051.00
5	Mineral fuel	282,167,714.00

In addition to Fraunhofer, other German companies with operations in Delaware include BASF (Ciba-Geigy) and Siemens.

Delaware's International Trade team was invited by WindEnergieZirkel Hanse in Hamburg to participate at their annual meeting and award

ceremony for technology. WindEnergieZirkel Hanse is a network of policy and decision makers from northern Germany supporting wind energy's interests. Wind energy continues to grow in importance as an economic factor to supply electricity. Delaware was also invited to attend the Husum Wind

Energy Conference in Husum, Germany. Husum Energy is held every two years and is the leading venue for wind energy manufacturers and suppliers.

In 2010, Governor Markell met with Katherina Reiche, Parliamentary State Secretary of the Federal Ministry for the Environment (Nature Conservation and Nuclear Safety) to discuss Germany's methods to develop and implement offshore wind energy projects. Governor Markell also hosted a reception for Bernd Reinert, State Secretary of the Ministry of Science and Research and business leaders in Hamburg. In addition, he visited Areva's offshore wind turbine facility in Bremerhaven to observe first-hand turbine assembly operations.

**Exported Goods 2011**

Description	ANNUAL 2011
<b>TOTAL ALL COMMODITIES</b>	<b>263,196,883.00</b>
Optic, Photo Etc, Medic Or Surgical Instrmnts Etc	127,944,034.00
Industrial Machinery, Including Computers	59,271,243.00
Plastics And Articles Thereof	28,128,859.00
Electric Machinery Etc; Sound Equip; Tv Equip; Pts	10,034,591.00
Organic Chemicals	8,801,975.00
Miscellaneous Chemical Products	5,055,690.00
Tanning & Dye Ext Etc; Dye, Paint, Putty Etc; Inks	3,483,944.00
Aircraft, Spacecraft, And Parts Thereof	3,419,342.00
Glass And Glassware	3,395,847.00
Soap Etc; Waxes, Polish Etc; Candles; Dental Preps	3,304,453.00



We look forward to expanding our cooperation with German companies in a variety of fields. To learn more about what Delaware has to offer your business, please contact our International Trade and Development Office at +1 (302) 577-8464 or by emailing John Pastor, Director, at [john.pastor@state.de.us](mailto:john.pastor@state.de.us). ■

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*Legislative Hall, Dover*

## German Design Excellence Since 1901

Hansgrohe has manufactured innovative products for bath, shower and kitchen for more than a century, and is a major trendsetter for the entire industry. Hansgrohe's maxim has always been to strive for excellence and to think and act ahead of the times. In 1968, Hansgrohe created Selecta, the first adjustable handshower. Today, Hansgrohe is a global leader, with subsidiaries in more than 30 countries.



## Manufacturing in Georgia since 1996

Since 1996, our world-class manufacturing facility north of Atlanta, Georgia has assembled products for the North American market. This facility also hosts the Aquademie, our in-house training facility, featuring over 30 working shower systems, training sessions and consultations for architects, designers and professional remodelers. The Aquademie hosts events frequently and is open to the public. Schedule your appointment today!



## Green Company

At Hansgrohe, we have a name for our passion and responsibility towards water: EcoRight. A proud member of USGBC and the EPA's WaterSense program, Hansgrohe continues to develop products that have a positive effect on wellbeing and the environment. Visit our website for information on our WaterSense products: Over 250 of our showerheads, handshowers and lavatory faucets have been tested and certified.



**Hansgrohe. The Original.** To learn more please visit [www.hansgrohe-usa.com](http://www.hansgrohe-usa.com). Local Hansgrohe dealers are listed in our "Where to Buy" section on the website.

1490 Bluegrass Lakes Pkwy . Alpharetta, GA 30004  
Tel. 800-334-0455 · [info@hansgrohe-usa.com](mailto:info@hansgrohe-usa.com)



# USA Reloaded – Seizing the Hidden Potential!

By Immanuel Otterski



“Many German companies still overlook the opportunities available to them in the United States.”

**Gerd W. Kichniawy,**  
founder and CEO of gatc LP.

**T**he USA is the world's largest economy. Despite the recent economic downturn, it still hasn't lost its appeal for foreign business. On the contrary – a stable currency, lean production methods, a reliable legal system and a huge buyer's market have been making it more attractive than ever for the “German Mittelstand” companies. And it's still growing!

Meanwhile more than 3,500 German companies are now actively conducting business in the U.S. market, including of course reputable powerhouses in the automotive, chemical, pharmaceutical, medical, green energy and engineering industry, such as Volkswagen, Siemens and Bayer. However, it is primarily the German mid-sized companies that have been in the spotlight lately, not only recognizing but also realizing the tremendous market potential and seizing the opportunities. Many of them have managed to better adapt to the market rather than trying to copy their European business model. The growing demand for new infrastructure such as roads, electricity and health care reinforces this commitment.

The U.S. market has proven itself as a dynamic and reliable growth region for German companies. The conditions here to make profits are consistently good including the outlook for the coming years.

However...

“Many German companies still overlook the opportunities available to them in the United States. They still rather focus on Asia, especially China and India, in the belief to make everlasting profits there – a misapprehension, considering the U.S. market in comparison”, says Gerd W. Kichniawy, founder and CEO of gatc LP.

With his company in Atlanta, GA, he helps and supports European companies to establish themselves and grow their business in the North American market, but also assists foreign subsidiaries that face some ‘roadblocks’. With 30 years of experience, he knows the ‘rules of the game’, the enormous market potential, and especially what it takes to succeed in the country of unlimited opportunities.

Obviously a company can also commit costly mistakes during a market entry without knowing existing market and cultural conditions. A European concept and a good business idea or product alone is not a guarantee for instant success, warns Gerd W. Kichniawy. It is often the misperception and underestimation of this diverse market.

Thus, the step across the Atlantic for the “newcomer” should not be taken too lightly, as many companies still believe. Too many German firms fail in their first attempt and fall behind





other European subsidiaries in respect to the commercial success. The reasons are numerous and repetitive:

Underestimations of the vast cultural differences, lack of knowledge in the American legal system or contractual carelessness are only a few examples. Often, foreign companies already despair in geographical conditions and their logistical challenges. They often underestimate that marketing is a key factor for success in the U.S.

A German company, however not only needs to adequately invest into a powerful marketing concept, but into excellent customer service as well. Unlike the general perception, the U.S. customer deems service more important than quality or price.

The U.S. market certainly offers many opportunities for short as well as long term success. However, it also holds many dangers and obstacles that may prevent success.

“Only if you are properly prepared for the market, you can control it. Whoever utilizes knowhow, has already taken the first hurdle”, says Gerd W. Kichniawy. ■

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## Welcome, New Members!

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www.allied-elite.com

#### American Eurocopter

www.americaneurocopterusa.com

#### Audi of America

www.audi.com

#### Automation Logistics Corporation

www.automationlogistics.com

#### Aventis Atlantic Partners LLC

www.aventis-atlantic.com

#### Bachblüten-Center GmbH

www.bachblueten-center.com

#### Bauer Foundations Corp.

www.bauerfoundations.com

#### Chamberlain, Hrdlicka, White,

#### Williams & Martin

www.chamberlainlaw.com

#### Chargers Soccer Club

www.chargerssoccer.com

#### Dallas Goethe Center

www.dallasgoethecenter.org

#### DHL Express (USA)

www.dhl.com

#### EBO Analysis, Inc.

#### enviacon international

www.enviacon.com

#### Euler Hermes

www.eulerhermes.com

#### GAMA - Georgia Automotive Manufacturers Association, Inc.

www.gama-georgia.org

#### Gebr. Jäcklin GmbH

www.jaeklin.de

#### Gimmify Corporation

www.gimmify.com

#### Global Mechatronics Cluster

www.cghil.us

#### Hahn Air USA Inc.

www.hahnair.com

#### Helukabel USA, Inc.

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#### Hodgson Russ LLP

www.hodgsonruss.com

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www.germany.info

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www.iiedc.in.gov

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#### J. R. Bechtle & Co.

www.jrbechtle.com

#### JamisonMoneyFarmer PC

www.jmf.com

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www.jobs-ohio.com

#### Krauthahn Consulting

www.krauthahn-consulting.com

#### Lauten Talent Group LLC

#### Liebherr - Aerospace Saline, Inc., Seattle Office

www.liebherr.com

#### Macomb County Department of Planning & Economic Development

www.macombbusiness.com

#### Mainfreight Inc.

www.mainfreightusa.com

#### Mersel, Klein & Company, LLP

www.merselklein.com

#### MPV Investments, Inc.

www.thesusanphelps.com

#### Murphy/Jahn Architects LLC

www.murphyjahn.com

#### Paul Keuter - Marketing Consultant and Player's Agent

#### Pepperl & Fuchs, Inc.

www.pepperl-fuchs.us

#### Precision Machine Technology LLC

www.pmt-industries.com

#### Presenta Nova, Inc.

www.presenta-nova.com

#### Privatbrauerei Erdinger Weissbräu

#### Werner Brombach GmbH

www.erdinger.de

#### R&R USA LLC

www.us-airfilter.com

#### Retarus, Inc.

www.retarus.com

#### Rushton & Company

www.rushtonandcompany.com

#### Sabine Harris

www.cruiseplannersintampa.com

#### Senator International Freight Forwarding, LLC

www.senator-international.com

#### South Carolina Department of Commerce

www.sccommerce.com

#### Southwest Michigan First

www.southwestmichiganfirst.com

#### Stoeklin Logistics, Inc.

www.stoeklin.com

#### Tarter Krinsky & Drogin LLP

www.tarterkrinsky.com

#### The Hollingsworth Companies

www.hollingsworthcos.com

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www.vapiano.com

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www.wellsfargo.com

#### Westernacher & Partner Consulting, Inc.

www.westernacher.com

#### Willmer Engineering Inc.

www.willmerengineering.com

# Alpenflüstern

Brings Genuine Bavarian Jewelry to the U.S.



**A**lpenflüstern, a Munich-based company producing traditional jewelry and accessories, is now also taking care of Bavarian glamour in the United States. American fans of the Bavarian culture and all visitors of the numerous overseas “Oktober-fests” can find Alpenflüstern’s wide variety of alpine jewelry and accessories at [www.alpenfluestern.us](http://www.alpenfluestern.us). Native Germans complement their

traditional costume “Tracht” with headdress, dirndl bag, choker, and charivari for the perfect look. Bavaria’s “Tracht”, culture and of course the Oktoberfest are well-known and popular all over the world. Hundreds of smaller and larger Oktoberfests celebrate the Bavarian way of life in the United States as well.

Alpenflüstern now offers all American fans of Bavaria the opportunity to order original Munich accessories. Their online shop offers nearly 100 highlights



from Alpenflüster's collection at [www.alpenfluestern.us](http://www.alpenfluestern.us) - including necklaces, earrings, bracelets and bags to match the dirndl as well as charivaris for men. These original pieces also bring the typical Bavarian zest for life to the festivals across the big pond.

"For years we have received numerous inquiries from the USA regarding original Bavarian accessories, especially during the Oktoberfest season. High shipping costs and long lead times were the problems in the past. With the establishment of a subsidiary in New York we are now able to supply the American market under customer-friendly terms", says Ronald Iberl, founder of Alpenflüster.



*Founders of Alpenflüster: Maïke & Ronald Iberl*

### **About Alpenflüster**

Psst... Alpenflüster (German for 'whispers of the Alps') loves the finer things in life. Trendy, genuine Bavarian accessories, unusual jewelry, scarves and handbags - alpine appeal for individuals expressing their own style.

As different as the trends in fashion are the traditional accessories collections from Alpenflüster. Unusual, individual, and in many ways striking best describes the wide range of products that offers highlights to be worn on various occasions.

For all typical Bavarian occasions, Alpenflüster offers accessories that perfectly complement your outfit. Dirndl charivaris, traditional earrings or alpine necklaces can be combined as desired. Hence even the affordable standard dirndl receives its very own distinct look.

The design being influenced by Alpenflüster's headquarter location in Munich and its proximity to the Alps, a variety of products are mostly handmade. Be inspired and whisper it to your friends!

Alpenflüster -  
Genuine Alpine Lifestyle ■

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One of the major obstacles all foreign nationals meet when they move to the United States is the lack of a U.S. credit history and credit score. In the U.S., credit ratings range between 300 and 850 points, with around 650 being the usual minimum score for a loan of any kind to be approved.

Those who move to the country from abroad however are generally given the lowest possible credit score, or no credit score at all – regardless of what credit rating they would have held in their own countries. This makes the financing of an essential vehicle very difficult and costly.

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2. **Personal Car Shopper Service (A Free Service):** We can search for vehicles according to your wishes, needs and budget. Together with our partner Enterprise we will locate and negotiate pricing for you with a dealer close to your location. Enterprise can, in most cases, get better pricing, as it is the largest buyer of vehicles in the U.S.

Another option is to order a new vehicle customized directly from the factory. This will give you a larger discount on the car. Note: the waiting period can be 3 to 6 months.

**Interest rate and down payment:** Approximately 4.5% to 5.5% with a 5% to 15% down payment.

**Vehicle selection:** We offer ALL cars. Listed below are the vehicle makes that we can finance new or used (not limited to these should there be other makes that are not listed below):

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**Vehicle Financing Options:** We offer four types of funding solutions. They are an "Open End Equity Lease", "Closed End Lease", "Prepaid Lease" and "Finance".

Tailored for Expats is the Open Ended Equity Lease program for Expats across the United States. The Open End Equity Lease is extremely flexible and allows you to turn in the vehicle before the lease term ends with no early termination penalties.



If a driver is in an equity lease, they can get out of the lease at any time. There is always a payoff amount. If the value of the vehicle is greater than the payoff, that money or equity can be put towards another lease. If the value of the vehicle is less than the payoff, Enterprise will bill the driver the difference.

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#### Expat car leasing video:

At [www.ExpatRide.com](http://www.ExpatRide.com), you can watch a 2-minute video explaining expat car leasing in USA.

#### Contact information:

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*Jesper Lovendahl, founder of ExpatRide*



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# Interview with Carsten Meyer-Rackwitz

## President, tesa tape inc. & Regional Manager tesa North America

*By Nicola Michels, GACC New York*



*Carsten Meyer-Rackwitz  
President, tesa tape inc. &  
Regional Manager tesa North America*

**GAT:** You just moved from Hamburg in Northern Germany to the Southern United States, south of the famous 'Dixie Line' where supposedly the "banjos are strumming" – what was your biggest cultural surprise when you first arrived?

**Carsten Meyer-Rackwitz**

**(CMR):** The biggest surprise to me was that literally everyone we met – either in the business environment or in personal interactions – actively offered to help with any problem we might face. They even provided support without being asked. I guess that is the so called "Southern Hospitality".

The cliché you describe, this absolutely admirable element of the south, is merely one part of the culture we sense in Charlotte. The city is more of an international place, and its charm comes more from the broad offering of cultural events and the stories people share about experiences gained from all over The States and abroad.

So, my banjo experience has to wait a bit, at least until I find the time to explore different parts of the country with my family.

Last but not least, and not a surprise but impressive to a German, the weather is fantastic here!

**GAT:** In Germany, its home, tesa enjoys 98 percent name recognition. The word "tesa" can even be found in the Duden. How does tesa tape, inc. enhance its brand recognition in the North American market, and what are your main competitors?

**CMR:** This is a challenge and opportunity we face every day. With regards to general brand recognition, we face exactly the opposite situation in North America as compared to Germany. Throughout North America, the best known brand for adhesive tapes is "Scotch®" from 3M. They are our number one competitor by far.

Fortunately, I can say that our North American team has done a great job over the past ten years. True: the broad population still does not know tesa. This is largely attributed to the fact that we are not a B2C business in North America. In the B2B environment, however, our reputation has changed dramatically over the last decade.

More to come: we are not at the end of our story.

**GAT:** What steps are involved to get your products on the desks of their businesses?

**CMR:** It is not about their office supplies, but about the usage of tape in their factories. Our clear focus is on productive applications where

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tape can enhance production processes, increase productivity, or enhance the quality of our customers' products. Many times, productive applications call for our double-sided tapes, meaning that the tape is sticky on both sides and is intended to bond two or more surfaces together.

One example is cell phones. Did you know that when dismantling a smart phone, you can find up to 50 die-cut pieces of adhesive tape? Or, would you have guessed that on average you would find \$25.00 U.S. of tape in every car sold to the market? When you consider with the millions of cars sold every year...you start to get the picture. To make it more striking: every \$25.00 corresponds to 100 square feet of coverage in a vehicle, of which you do not see one single square inch of tape; it is all hidden in and around the body. Our products are used to attach trims, close holes, dampen noises, or even to mount mirrors to front windows.

**GAT:** tesa also manufactures locally at its Sparta plant in Michigan. How big is that operation and which markets do you cater to, seeing that tesa also has a big presence in Mexico?

**CMR:** Among the world-wide tesa production facilities - two in Germany, one in Italy, two in Asia, and our operation in Sparta, the Sparta plant is the smallest. The plant's focus has changed a lot, away from commodities and today, we have a skilled team of 50 people in Michigan who focus more and more on making specialty products. Starting with outstanding TPP (Tensitized Polypropylene) tape for the Appliance industry to complex pre-cut cloth tapes for the production of Automotive wire harnesses, our Sparta facility offers flexibility to meet market needs in North America.

Right now, we are investing heavily in our R&D capacity in Sparta. This will make us less dependent on the product development initiatives transpiring at the headquarters location in Hamburg, and give us the ability to react even faster to the requirements of our markets here in North America. ■

### Did you know?

tesafilm® originally arose based on a failure to produce another item. When the pharmacist Dr. Oscar Tropolowitz took over the lab of his colleague Paul Beiersdorf at the end of the 19th century, Dr. Tropolowitz was working on an adhesive bandage that was supposed to adhere firmly yet gently onto skin. The result of his development was an adhesive that adhered excellently but irritated the skin and was, therefore, not suitable for wound care. Dr. Tropolowitz made the most of his misfortune, dubbing the product "Citoplast" and launching it as the first technical adhesive tape available on the German market for patching damaged bicycle tires.

The name tesa traces back to the secretary Elsa Tesmer, who worked at Beiersdorf in Hamburg from April 1903 through the end of October 1908. She first served as an office clerk and then as the office manager. She proposed the tesa name from the first two letters of her last name and the last two letters of her first name.





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# Event Calendar September 5 – October 31

<p><b>Sep 5 – 6</b> TOWER Conference</p> <p>Held by GACC South Houston, TX www.gaccsouth.com</p>	<p><b>Sep 6</b> Transatlantic Business Networking Event</p> <p>Held by GACC Western U.S. Sunnyvale, CA www.gaccsanfrancisco.com</p>	<p><b>Sep 6</b> Business seminar w/ ubh International Services</p> <p>Held by GACC New York New York, NY www.gaccny.com</p>	<p><b>Sep 10</b> Panel discussion on "The German Energy Transition to Renewables"</p> <p>Held by GACC New York New York, NY www.gaccny.com</p>	<p><b>Sep 10 – 13</b> Solar Power International</p> <p>Held by GACC South Orlando, FL www.gaccsouth.com</p>	<p><b>Sep 11</b> IANA &amp; IMTS 2012 German Night Reception</p> <p>Held by GACCoM Chicago, IL www.gacccom.org</p>
<p><b>Sep 11</b> German Business Roundtable</p> <p>Held by GACC South Houston, TX www.gaccsouth.com</p>	<p><b>Sep 13</b> "After Hours" Networking with Hall Booth Smith &amp; Slover, P.C.  GACC South Florida Chapter Inaugural Opening Event</p> <p>Held by GACC South Atlanta, GA / Tampa, FL www.gaccsouth.com</p>	<p><b>Sep 13</b> New Member Reception</p> <p>Held by GACC New York New York, NY www.gaccny.com</p>	<p><b>Sep 18</b> Transatlantic Agreement on the Horizon? A discussion on the work of the High Level Working Group on Jobs and Growth</p> <p>Held by RGIT, DIHK, BDI Washington, DC www.rgit-usa.com</p>	<p><b>Sep 19</b> International Business Networking</p> <p>Held by GACCoM Chicago, IL www.gacccom.org</p>	<p><b>Sep 19</b> "After Hours" Networking with Poggenpohl U.S., Inc.</p> <p>Held by GACC South Houston, TX www.gaccsouth.com</p>
<p><b>Sep 20</b> Make Business a Walk in the Park – Int'l Bus. Networking Event</p> <p>Held by GACC PHL Philadelphia, PA www.gaccphiladelphia.com</p>	<p><b>Sep 21-30</b> dasHAUS – Innovation in Renewables and Energy Efficiency</p> <p>Held by GACCoM Chicago, IL www.gacccom.org</p>	<p><b>Sep 25</b> Roundtable discussion: Euro(pe) paralysed? with Nord/LB</p> <p>Held by GACC New York New York, NY www.gaccny.com</p>	<p><b>Sep 26</b> Medical Forum USA</p> <p>Held by GACC South Hanover, Germany www.gaccsouth.com</p>	<p><b>Sep 26</b> YEC Networking Event</p> <p>Held by GACC South Houston, TX www.gaccsouth.com</p>	<p><b>Sep 27</b> Stammtisch on the Road</p> <p>Held by GACCoM Schaumburg, IL www.gacccom.org</p>
<p><b>Sep 27</b> GACC Colorado: Membership Meeting (Open to all)</p> <p>Held by GACCoM CO Chapter Littleton, CO www.gaccoco.org</p>	<p><b>Sep 27</b> Business Seminar with Rödl &amp; Partner</p> <p>Held by GACC South Atlanta, GA www.gaccsouth.com</p>	<p><b>Sep 27</b> HR Roundtable at Axor  YEC Seminar on U.S. Electoral System at Alston &amp; Bird LLP</p> <p>Held by GACC New York New York, NY www.gaccny.com</p>	<p><b>Oct 2</b> GACCoM Member Knowledge Exchange</p> <p>Held by GACCoM Chicago, IL www.gacccom.org</p>	<p><b>Oct 2</b> German Design: Shaping The Future Today</p> <p>Held by GACC Western U.S. San Francisco, CA www.gaccsanfrancisco.com</p>	<p><b>Oct 2</b> Conference "Securing Access to Raw Materials: Transatlantic Approaches"</p> <p>Held by RGIT Washington, DC www.rgit-usa.com</p>
<p><b>Oct 8</b> NAFTA – Automotive Supplier Forum</p> <p>Held by GACC South Hanover, Germany www.gaccsouth.com</p>	<p><b>Oct 9</b> German Business Roundtable</p> <p>Held by GACC South Houston, TX www.gaccsouth.com</p>	<p><b>Oct 10</b> MI Chapter Unity Day 2012</p> <p>Held by GACCoM MI Chapter Rochester Hills, MI www.gaccmi.org</p>	<p><b>Oct 11</b> Oktoberfest Networking Reception</p> <p>Held by GACC Western U.S. San Francisco, CA www.gaccsanfrancisco.com</p>	<p><b>Oct 11</b> Factory Tour at Bauer Manufacturing</p> <p>Held by GACC South Houston, TX www.gaccsouth.com</p>	<p><b>Oct 11</b> Factory Tour at DHL Global Forwarding</p> <p>Held by GACC South Atlanta, GA www.gaccsouth.com</p>
<p><b>Oct 14 – 23</b> dasHAUS – Innovation in Renewables and Energy Efficiency</p> <p>Held by GACCoM Denver, CO www.gacccom.org</p>	<p><b>Oct 16</b> Business Seminar with Barnes &amp; Thornburg, LLP</p> <p>Held by GACC South Atlanta, GA www.gaccsouth.com</p>	<p><b>Oct 17</b> Focus: Health Information Technology</p> <p>Held by GACC New York New York, NY www.gaccny.com</p>	<p><b>Oct 17</b> International Business Networking</p> <p>Held by GACCoM Chicago, IL www.gacccom.org</p>	<p><b>Oct 20</b> Oktoberfest</p> <p>Held by GACC South Houston, TX www.gaccsouth.com</p>	<p><b>Oct 23</b> EACC Fall Networking Event</p> <p>Held by GACC New York New York, NY www.gaccny.com</p>
<p><b>Oct 23 – 26</b> GTAI Business Delegation to Chicago &amp; Toronto</p> <p>Held by GACCoM Chicago, IL www.gacccom.org</p>	<p><b>Oct 25</b> "After Hours" Networking with Porsche Consulting, Inc.</p> <p>Held by GACC South Atlanta, GA www.gaccsouth.com</p>	<p><b>Oct 30</b> German American Water Technology Exchange Days 2012: Water &amp; the Industry</p> <p>Held by GACCoM Cedar Rapids, IA www.gacccom.org</p>	<p><b>Oct 30</b> 8th Germany California Solar Day</p> <p>Held by GACC Western U.S. San Francisco, CA www.gaccsanfrancisco.com</p>	<p><b>Oct 30</b> Energy Efficiency Conference</p> <p>Held by GACC PHL Philadelphia, PA www.gaccphiladelphia.com</p>	<p><b>Oct 31</b> German American Water Technology Exchange Days 2012: Water &amp; the Region</p> <p>Held by GACCoM St. Louis, MO www.gacccom.org</p>

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