

# Strong Transatlantic Ties Are Fundamental

The world is getting smaller with the aid of information and communications technology, and the digital transformation that comes with it is changing human society as we know it. New digital technologies like social media and mobile communication enable real-time interaction, thus changing the way business is done across the globe and matching the shift in customer behavior and expectations. In order to seize the opportunities presented by digitalization, companies need to adapt to the digital world and accept and support the need for change. After all, change is a good thing, since it allows us to embrace new experiences and new perspectives.

Looking forward, strong transatlantic ties will be fundamental in providing our economies with a competitive edge, since the leap to a fully digital society can only be mastered if we combine the strengths of Germany, Europe and the US.

For this reason, we are focusing on digital transformation and global networks in this edition of commerce germany. Teleperformance provides insight into how digital is changing customer experience, whereas Telekom explores how the Internet of Things creates great opportunities for European companies.

In terms of internal news, AmCham Germany had a series of successful major events in the fall, which are highlighted in this edition of commerce germany. The Transatlantic Business Conference took

place for the 10<sup>th</sup> time since its inception, and the 29<sup>th</sup> Transatlantic Partnership Award went to five outstanding German companies for their success, adaptation and persistence as foreign investors in the US market: BASF Group, BMW Group, Henkel, TRUMPF Group and ZF Friedrichshafen AG. In addition, the Berlin Growth Company Forum took place for the third year in a row and is part of our commitment to support young, innovative entrepreneurs.

Lastly, AmCham Germany will undergo a change in the coming months. In December, Eveline Metzen started her role as the new General Manager of AmCham Germany. With her deep commitment to German-American relations, her professional experience and extensive transatlantic network, she is more than ready to navigate AmCham Germany through its next chapter. I look forward to continuing our work together on behalf of our members and in the interest of strong transatlantic relations. And I look forward to a fruitful and inspiring collaboration with Eveline.

I wish you all the very best for the upcoming holiday season and the New Year. Make sure to mark your calendars for our New Year's Receptions coming up in January 2017.



**Bernhard Mattes**  
President  
AmCham Germany

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