

11th TRANSATLANTIC BUSINESS CONFERENCE ▶

Next Steps: Cooperation and Prosperity
in the Transatlantic Marketplace

Agenda | Wednesday, October 25

Commerzbank Tower, Frankfurt am Main

- 19:00** **Registration & Reception**
- 19:30** **Welcome**
Bernhard Mattes, President, AmCham Germany
- 19:35** **Opening Remarks**
Michael Reuther, Member of the Board of Managing Directors, Commerzbank AG
- 19:50** **One Year Trump Administration
Panel Discussion**
- Jim Schellinger, Secretary of Commerce, The State of Indiana
 - Dr. Constanze Stelzenmüller, Robert Bosch Senior Fellow, CUSE, Brookings Institution
 - Moderator: Ryan Heath, Senior EU Correspondent, Politico

followed by **Networking Reception**

Agenda | Thursday, October 26

Hilton Frankfurt Airport, Frankfurt am Main

- 8:15** **Registration**
- 9:00** **Welcome & Opening Remarks**
- Bernhard Mattes, President AmCham Germany
 - Dieter Kempf, President, BDI
- 9:20** **Europe and the US: Allies, Partners or Competitors?
Opening Keynote**
Brigitte Zypries, Federal Minister for Economic Affairs and Energy
- 9:45** **Keeping Transatlantic Trade & Investment on a Sustainable Footing
Keynote**
Kent Logsdon, Chargé d'Affaires ad interim, Embassy of the United States

- 10:15** **Breakout Session I**
- **Deloitte:** Programmatic Advertising – from Marketing to MarkTECHing
Speaker: Florian Schültke, Partner, Deloitte Digital
 - **Morgan, Lewis & Bockius LLP:** Practical Consequences of Digitalization from a US and Asian Perspective
Speakers: Dr. Christian Zschocke & Todd Liao, Partners, Morgan, Lewis & Bockius LLP
Dr. Axel Spies, Special Legal Consultant, Morgan, Lewis & Bockius LLP
- 11:15** **Coffee break**
- 11:30** **One Year Trump Administration**
Panel Discussion
- John Boehner, Senior Strategic Advisor, Squire Patton Boggs; former Speaker of the US House of Representatives
 - Karl-Theodor zu Guttenberg, Chairman & Founder, Spitzberg Partners LLC
 - Moderator: Ryan Heath, Senior EU Correspondent, Politico
- 12:15** **Transatlantic Relations from a European Perspective**
Speech and Q&A
Friedrich Merz, Chairman, Atlantik-Brücke e.V.
- 12:45** **Breakout Session II**
- **White & Case LLP:** US tax reform and Brexit: impact on European tax landscape
Speakers: Dr. Andreas Knebel, Dr. Bodo Bender, Brian S. Gleicher, Prabhu Narasimhan; Partners, White & Case LLP
 - **Representative of German Industry & Trade in Washington, DC (RGIT) & GE:** Business Representation in changing political landscapes: Washington and Berlin
Speakers: Daniel Andrich, President & CEO, RGIT; Dr. Wolfgang Dierker, National Executive, GE; Moderator: Andreas Horchler, Hessischer Rundfunk
- 13:45** **Lunch Break**
- 14:45** **Making Digital Transformation a Win-Win Game**
Introductions
Michael Spitz, General Manager, Main Incubator GmbH, Commerzbank

Robert Simmeth, Vice President, Cognitive Solutions Unit, IBM Greater China Group
- 15:30** **Cross-Border Dynamics of Artificial Intelligence**
Panel
- Dr. Alwin Mahler, Managing Director Global Partnerships DACH, Google
 - Christian Boos, Founder & Member of Management Board, arago GmbH
 - Moderator: Dr. Inga Michler, Reporter, Economy & Finance, DIE WELT
- 16:15** **Coffee Break**
- 16:30** **Breakout Session III**
- **AmCham Germany NextGen:** Digital change is designed by humans - are human rights being redesigned by digital change? (Fishbowl Szenario)
Speaker: Nani Jansen Reventlow, Harvard University
 - **Google:** Cloud Cases Presentation & Discussion
Introduction: Dr. Alwin Mahler "The future of digital: Artificial Intelligence"
Discussion led by Alexander Voss, Head of Cloud Business Development, Strategic Verticals, Google

- 17:15** **The Future of Manufacturing**
Introduction
Thomas Döbler, Manufacturing Industry Lead, Deloitte
- Panel Discussion**
- Uwe Hinsen, Vice President, BASF 4.0 Manufacturing, BASF SE, Germany
 - Ulli Klenk, Head of Product Management & Sales, Siemens AG
 - Jan Riecher, General Manager & Managing Director, HP Germany & Austria
 - Moderator: Olaf Gersemann, Chief Business & Financial Editor, DIE WELT
- 18:00** **Closing Keynote**
Peter Altmaier, Head of the Federal Chancellery & Federal Minister for Special Tasks
- 18:30** **Wrap-up | Bernhard Mattes, President, AmCham Germany**
Presentation of Communiqué | DIE WELT
- 18:45** **Networking Reception**
Welcome by hosts
Eric Menges, President & CEO, FrankfurtRheinMain GmbH
Dr. Rainer Waldschmidt, General Manager & CEO, Hessen Trade & Invest GmbH
- 20:00** **End of Event**