Digitization – New Opportunities
112th Annual Membership Meeting

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Mobility 4.0 –
A New Era of Automobiles

We are experiencing a unique phase of innovation: Digitization is changing the faces of economy and society in a disruptive process. Following the media, trade, services and industry sectors, mobility is now the new big field for innovation.

And we are not just talking about an evolution or revolution of the automobile, but rather the recreation of the car as a system. The car of the future will be a fully digitized and highly complex platform for mobility, information and communication. It will turn into the “third place” — in addition to the home and the office — and become another center of life and work.

A precondition for this is automated and connected driving. This innovation is the starting point of a true efficiency revolution and offers enormous potential for growth and prosperity. I want us to tap into this potential to enable Mobility 4.0 on behalf of the government. To this end, we need to tackle three tasks: upgrading infrastructure, promoting innovation and advancing interconnection.

Nationwide high-speed broadband is a requirement for Mobility 4.0. We have joined forces with the private sector to invest billions in broadband in order to achieve our goal of providing basic Internet services with a connection speed of at least 50 Mbps nationwide by 2018.

My aim is to promote a paradigm shift from manual control by the driver to automatic control by the vehicle. I will reveal the first details as to how we want to bring Mobility 4.0 to the road at the International Motor Show (IAA) in September. An intensive dialogue between industry and academia, for example in the framework of the “Automated Driving” round table, has already been initiated.

In order to test innovations in practice, we are setting up a digital Autobahn test bed on the highway A9 in Bavaria. Here, we can test and assess new applications and emerging technologies, such as automated driving as well as vehicle-to-vehicle and vehicle-to-infrastructure communications under normal traffic conditions. We are offering the private sector this test bed in order to get them to join our efforts to promote innovation in Germany.

It is imperative that we view big data as an opportunity. Today, modern standard vehicles are no longer conceivable offline; their software code is more complex than that of a space shuttle. Up to 70 small computers collect and process a huge amount of driving data and generate more than 25 GB of data per hour of driving. In the future, real-time data exchange between cars and highway infrastructure will make traffic flows predictable, relieve congestion and reduce accidents. In order to tap into this potential, we must discuss the opportunities that big data provides in addition to the risks involved.

I am convinced that if we can complete these three tasks, we will experience a digital economic miracle and transform into an innovative society.
10 Years of Best Practice

FRANKFURT BUSINESS MEDIA joined the American Chamber of Commerce in Germany (AmCham Germany) in 2005 to engage with AmCham Germany member companies to bring together a Corporate Responsibility cross-disciplinary publication that gives insight into the wide range of CR activities of companies located in Germany.

The result is a series of publications that present companies’ best-practice examples in the field of Corporate Responsibility, supplemented by expert contributions on specific subjects within the field of CR and trend studies on the development and perception of CR. The first book was published in 2005. In 2015 – ten years later – we are proud to publish the 10th anniversary edition of our CR Publication.

Anniversary Edition

The anniversary edition aims at analyzing the developments of Corporate Responsibility in the past decade and at identifying challenges in the field of CR that still remain and need to be tackled in the future. Additionally, the publication portrays exemplary and innovative CR best-practice of German, American and multinational companies located in Germany.

Launched in May 2015

The publication was launched at AmCham Germany’s Annual Membership Meeting in May 2015 in Berlin.

How to Contribute

All companies are welcome to present their CR strategies, best-practice examples and exemplary engagement within fields such as sustainable production and consumerism, energy and environmental protection, educational, scientific and cultural projects, health promotion, or human resources in one of our upcoming publications.

Available online

Corporate Responsibility 2015 is available online via http://www.amcham.de/publications/corporate-responsibility.html

Hardcopies can be ordered via lverbeek@amcham.de

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Digital communication between driver, vehicle and infrastructure will greatly change the way we drive. State-of-the-art technologies with sensors are able to collect data from a variety of sources and transmit the information to other vehicles or infrastructure, improving traffic flow and making mobility safer and more efficient.
Connected Cars Broaden Your Horizon

It was at the Consumer Electronics Show in Las Vegas where the international technology company Continental showcased a pillar of connected mobility: the forward-looking electronic horizon, called Dynamic eHorizon. Thanks to this software, fleet operators using Scania trucks have already saved almost 99 million liters of diesel (equivalent to €133 million) since 2012. eHorizon uses map data to provide vehicle electronics a glimpse into the future, allowing vehicles to adjust to their upcoming routes before actually driving them. But this is just the beginning – there is far more to come.

Taking everything into account

Dynamic eHorizon takes into account events such as weather, accidents and traffic jams. For real-time updates, Dynamic eHorizon uses data collected from sensors on other vehicles and the infrastructure (Vehicle-to-X) as well as from additional sources using the Internet. eHorizon map data is stored in a location cloud that analyzes real-time data from sensors and other dynamic events and systematically transmits the information to the vehicle, so it can adjust to its route.

Thanks to the cloud, Dynamic eHorizon turns the digital map into a high-precision, up-to-date information carrier that can be used for so much more than just navigation.

Driver assistance systems or actuator behavior, such as braking and steering, can be prepared for upcoming traffic situations long before the vehicle sensors detect the situation. For example, Dynamic eHorizon can alert the driver of a traffic jam after a curve, or an automated vehicle could gently reduce its speed rather than initiating full braking once the sensors have detected the obstacle.

Because Dynamic eHorizon complements vehicle sensors as an additional source of information, it makes highly automated driving really comfortable. eHorizon technology supports the roadmap to fully automated driving, which will reduce the number of accidents, increase traffic efficiency and bring the driver to a whole new comfort level while driving.

Optimizing Traffic Flows With Data Communication

With congested roads and noise and air pollution, driving is becoming more and more stressful. On average, Germany’s drivers spend 35 hours every year stuck in traffic jams, consuming around 11 billion liters of additional fuel in the process. In 2013, the economic damage alone caused by traffic jams in Europe amounted to roughly €7.4 billion. Then, there are the growing safety risks of heavy urban traffic, confusing intersections and road work – reason enough to optimize road traffic by means of smart technologies.

One of these technologies is Car2X, which enables data communication between vehicles and intelligent road infrastructure as well as between the vehicles themselves. For example, intersections and traffic signs send warnings of acute dangers for the stretch of road a driver is on. The system also delivers real-time information on weather conditions, traffic volume and the ideal route to take. Communication is based on a Wi-Fi standard specially designed for Car2X applications. Compared with mobile networks, which may be slow or unstable, the direct connection between road users and infrastructure ensures secure transmission of traffic and vehicle data without time lags.

After exhaustive testing, these cooperative systems are now on the verge of being deployed large-scale across the heart of Europe: Automakers as well as road and infrastructure operators are currently setting up a Car2X corridor from Rotterdam via Frankfurt/M to Vienna. Very soon, drivers on this 1,300-kilometer stretch of road will be able to experience the numerous benefits of this technology.

In the first phase of introduction specifically, drivers will receive warnings about mobile road work while their vehicles autonomously gather and process data on the current traffic situation. The three countries involved, Germany, Austria and the Netherlands, are developing a joint rollout strategy for further applications. On a demonstration tour, the project participants convincingly showed that the technology required is ready to go live. Siemens is currently testing Car2X solutions in several German cities, which means the technology is no longer just some future dream, but a fascinating option already available today.
Advanced driver assistance systems considerably help drivers by preventing accidents, improving traffic flow and reducing fuel consumption. Today, we find ourselves on the threshold of piloted driving, in which a computer system assumes full control in certain situations at the driver’s request. Audi is bundling this system’s sensors in one central driver assistance control unit. It uses high-performance processors to “see” the environment and compute maneuvers. A radar system scans the area in front of the car while a camera detects lane markings, guard rails, pedestrians and other cars. In addition, ultrasonic sensors monitor the surrounding area, and a laser scanner collects precise data on objects up to 80 meters (262.5 feet) away.

**Preparation is more important than swift implementation**

Audi will introduce piloted driving in gradual steps, starting with the traffic jam pilot in the new Audi Q7, which can take over steering at speeds of up to 65 km/h (40.4 mph) and autonomously accelerate and decelerate the car in slow-moving freeway traffic. In 2017, a freeway chauffeur with extended functionality will make its appearance in the next Audi A8. It would be feasible to implement piloted driving in more complex urban environments, but it will take several more years of technological development in automobiles and the infrastructure before all conceivable traffic situations can be considered. Thorough preparation is more important than swift implementation here. The top priorities at Audi are maximum safety, the best quality and responsibility in development.

Piloted driving functions on the freeway do not necessarily require that cars are connected with others in traffic or with the infrastructure. Such networking could, however, significantly enhance individual convenience and thereby increase acceptance. For example, if the car had access to real-time information about the end of a traffic jam or a construction zone, the driver would feel safer, and the system could adapt its driving to the situation earlier.

**Connected cars create new opportunities**

Digitalization creates new opportunities to increase the existing infrastructure’s capabilities. In an environment in which the number of vehicles in traffic is continuously growing, networking is one of the keys to operating cars more intelligently. Cars communicating with one another and with the transportation infrastructure will improve traffic flow and safety.

In order to introduce these new technologies and achieve their benefits, we will need a suitable legal and socially binding framework. Defining joint international standards early on can help assure mutual trust and protect individual privacy and safety. That is how we can achieve a breakthrough in this key technology on both sides of the Atlantic.
Argentina: Platform for International Growth

Why is Argentina an interesting investment location for American investors?

Profitability, diversification and innovation all converge in Argentina, bringing about investment opportunities with great potential for global growth. The country’s well-developed industrial base showcases key industries such as agribusiness, automotive, pharmaceuticals, chemicals and petrochemicals, biotechnology and design manufacturing. Highly qualified workers, abundant natural resources, a long-standing tradition of technological and industrial development and a modern infrastructure make for a highly creative and competitive productive platform.

In what state is the Argentine economy in regards to the global economic crisis?

Our corporate members have a long-term vision approach, so they are used to operating in all conditions, considering Argentina’s economy dimension, challenges and opportunities. American companies have been in Argentina for at least 60 years; many of which are celebrating their centennial. This is an enormous commitment that they continue to uphold.

How does AmCham Argentina support its members?

AmCham Argentina addresses various issues that help forge a more equitable business community, setting mid and long-term goals with the aim of fostering collaboration among corporations, governments, universities and civil society. In this regard, efforts are made to promote cooperation between the public and private sectors, networking among members and sustainability.

About AmCham Argentina

AmCham Argentina is a non government, independent organization that has been promoting bilateral trade and investments between the US and Argentina for 97 years. Our mission is to promote a business environment based on values that contribute to sustainable development. Our vision is to become a multi-sector business chamber of the highest prestige and influence.
Digital Transformation – New Opportunities

The reaches of digitization touch almost all industrial sectors and areas of trade, which is why the 112th Annual Membership Meeting held in Berlin on May 8 focused on the digital transformation. Many big names from various industries talked about how digitization is affecting their businesses, opening guests’ eyes to the great opportunities and challenges that come with it.

"Digitization is on everyone’s lips. But the big question is: What are society and players in business doing, so that they will benefit from digitization in the end?"

In his opening speech, AmCham Germany President Bernhard Mattes urged trade and business representatives from both sides of the Atlantic to network and engage in discussion about the politics behind digitization. The digital era will offer new beginnings and opportunities for change. Now, all that players in business and trade will need to do is seize them.

Although both German and American companies are transforming to stay on top during the digital revolution, European Commissioner for Digital Economy and Society, Günther H. Oettinger, explained in his keynote that the US is more prepared to adapt to a changing business world. “Data is the currency of the future,” he stated, and he advised more “old-fashioned” countries, such as Japan and Germany, to stay informed to prepare for a digital future. As a final thought, he underlined the importance of TTIP, listing benefits such as the economic easing of export and import regulations as well as consistent standards for businesses.

No one-size-fits-all to digitization

Offering their individual perspectives on digitization – from a political and an industry
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standpoint — were State Secretary Matthias Machnig and Prof. Stephan Reimelt, President and CEO of GE Europe and CEO of GE Germany, respectively. Reimelt urged guests to integrate digital skills into their companies, noting that it would facilitate the digital transition. Machnig did not treat digitization as a challenge in itself, but as a means to rise above challenges: One advantage of the revolution is promoted trade. He told guests that if they adjust to the digital revolution, they will reap the rewards.

Julia Jäkel, CEO of Gruner + Jahr, expressed that digitization changes the way they work and interact with other businesses. She painted a picture to help visualize this process. Just a few years ago, everyone at an airport gate would have been reading a newspaper, but nowadays, everyone has a smartphone in hand. Instead of using traditional methods, we now use Facebook to communicate, Amazon to consume and numerous other services to get work done. However, she advises that going digital should not be seen as an “all-or-nothing”, but rather as a balance between the real and virtual worlds that must be reached. “Digitization requires that companies are willing to change as well as possess confidence in their established strengths.” But she warns that different brands require different solutions; there is no one-size-fits-all.

Pulling through digital disruption

In a context-shaping discussion with six executives from six distinct industries, Annual Membership Meeting attendees could gain insight in various experiences with digital disruption moderated by AmCham Germany Executive Vice President Frank Riemensperger. He introduced the topic by saying that digitization affects all areas of life and industry — from energy to demograph-
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10 YEARS
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- Bernd Schlosshauer
- Dr. Bodo Vinnen
- Jürgen Weyer
- Doris Albiez
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ics and infrastructure. Riemensperger mentioned that the US leads in smart technology, but Germany will also benefit due to the strengthened transatlantic partnership. Prof. Henning Kagermann, President of acatech, stated that smart public spaces are needed, single platforms which would serve as data points which would drive the smart technology movement even further.

Dr. Elmar Degenhart, Chairman of the Executive Board of Continental AG, explained that old business models were about selling products to customers, but new business models deal with providing services to the public. Agreeing with this explanation, Mike Feldman, President of Large Enterprise Operations at Xerox Services, added that all “analog and labor-intensive jobs will go digital.” Niklas Östberg, co-founder and CEO of Delivery Hero, noted how service providers, much like his food delivery company, need to improve transparency and efficiency because customers require it and digital services made actions more visible and traceable.

All panel participants agreed that improving business models is not enough; they need to be completely rebuilt. Roland Boekhout, CEO of ING-DiBa AG, asserted that the “revolution is moving so fast that there is no way to predict what new technology will be developed.” This requires businesses to be able to “adapt, change and transform to the dynamic business landscape.” Neela Montgomery, Member of the Executive Board of Otto Group, agreed, advising guests, “The rules of the game have changed. That means everybody has to move at much faster pace.”
In her welcoming remarks at the evening reception of the 112th Annual Membership Meeting, Cornelia Yzer, Senator for Economics, Technology and Research, State of Berlin, made a compelling argument as to why corporate executives, especially those from the US, should expand their businesses to Berlin. She spoke highly of the German capital as a place to do business, and not without reason: In the previous year, Berlin’s population grew by 44,000, and 40,000 new job positions were created.

Yzer stated that the city is a site of endless growth, stressing that Berlin is home to booming industries, such as energy, life sciences, electronics, environmental science and digital technologies. In terms of number of transactions in Europe, the city stands in second place – only behind London – making it a strong international competitor. Berlin also takes pride in its start-up culture. “Just take a look at Berlin’s start-up scene, and dive in!” she insisted. Her love for the metropolis filled the room as she exclaimed, “I could just talk for hours about why you should move to Berlin…” Yzer concluded her remarks by urging guests to really consider making investments in the capital when morning comes.

In order to stay afloat in the age of digitization, companies have to make fundamental changes to their businesses. How will corporate culture change as a result of digitization?

You need to pick up the pace. At Gruner + Jahr, we want to leave PowerPoint behind. Classic corporate culture can be slow and painful: People spend weeks designing beautiful slides, and then they take them up the ladder where their projects are shot down after a dozen meetings or so. We’d like to replace “slow and painful” with “playful and fast.”

Digital disruption has put all enterprises and institutions, including your company, in a sink-or-swim situation. What does digital disruption mean to Gruner + Jahr, and how is your company dealing with it?

Keep in mind that journalism was one of the first industries to be digitized. The online newspaper was invented in the 1970s. And by the 1990s, there were already hundreds of them. So, we’ve had at least two decades to think about digitization. Today, our digital revenue is growing rapidly, and we are convinced it will stay that way.

Digitization is all about companies adapting to their digital business environment, not starting from square one. How are you staying true to your company and its strengths while reinventing it at the same time?

Journalism has always been a fast business. We never had years to design a new product — with big news, you often only have a few hours, minutes or even seconds to react. That spirit is perfect for the fast-paced digital age.

Some are anticipating a “death of print media.” In a world that is relying more and more on technology to get information, do you think that print will ever truly “die”?

Some people talk as if we had to make a choice: Either we read a magazine or we play with a smartphone. But I love to do both. And our surveys show that many people, old and young, do the same. If they have a minute to kill between meetings, they check their email and messages. But if you want to take time for yourself, you read your favorite magazine.

How is Gruner + Jahr keeping print media alive? In what ways is your company changing your print publications to retain their readerships?

We have sold over half a billion magazines last year, so I don’t really see the crisis you’re talking about. What I do see is increased competition. In the age of smartphones, your favorite songs, movies, TV shows and magazines are permanently at your fingertips. So, if you want people to spend precious time with your product, you need to give them a very good reason. A topic or story they really care about, something funny, smart or actually helpful, amazing pictures, fantastic design, nice paper, everything that makes magazines great. This is what we work on every day. And if that is “sink-or-swim,” as you say — then I would say we are making a splash.

Senator for Economics, Technology and Research Brings out Berlin’s Business Benefits
Representatives Awarded AmCham Germany Certificates of Merit

On the eve of the 112th Annual Membership Meeting, AmCham Germany officials invited the board of directors, chairpersons, honorary members and event partners to the AmCham Germany Recognition Dinner. The evening included the presentation of Certificates of Merit to AmCham Germany Representative of North Rhine-Westphalia Werner Kanthak and former AmCham Germany Vice President Dr. Hermann H. Hollmann. Recipients of the Certificate of Merit are individuals who have fortified the transatlantic friendship on behalf of the Chamber through their active membership, loyalty and years of engagement. AmCham Germany President Bernhard Mattes praised Kanthak and Hollmann in his laudation for their exemplary commitment to the transatlantic relationship and to the work of the Chamber.

Mattes pointed out that during Kanthak’s more than thirty years as an AmCham Germany member, he has put in extra effort not only to recruit more members, but also to support them and help them integrate into the Chamber. Two of Hollmann’s highlights that Mattes drew attention to were his contributions in the 94th and 111th Annual Membership Meetings held in Düsseldorf with former Chancellor Helmut Kohl and Chancellor Angela Merkel, respectively.

amcham germany asks

What aspect of transatlantic relations works best?

The US and Germany share the same common values and have shared prosperity and peace for 70 years. We have excellent trade relations and a lot of excellent and important exchange programs. The best, of course, is being an American married to a German with three children of both nationalities — a true transatlantic relation that works very well.

What changes to the transatlantic relationship are necessary?

We urgently need to rebuild the trust that was once so strong between the US and Germany. I have lived in Germany for almost 30 years and have never experienced the current trend toward anti-American sentiment, not even during the height of the second war in Iraq. We also see this with the rejection of TTIP on the ground.

What was the last book you read?

Memory Man by David Baldacci, but I cannot remember what it is about.

What is your favorite German or American food or dish?

I went on a high school field trip in 1977 to a German restaurant in Boston and had my first Wiener Schnitzel, and since then, it has been my favorite — with fries —. In the US, there is nothing better than a steak and cheese sub — with onions —, preferably at Fenway Park.

Who, living or dead, do you admire most?

Without a doubt, my mother. One of my brothers died at ten-months-old, another brother died after an accident at 24-years-old and another brother spent six months in intensive care after being hit by a car when he was 3-years-old. My dad died when he was 45, leaving my mom with five kids under 18-years-old, and she suffered from many years of health issues, including debilitating cancer before she died very young. Despite all the hard times, she always found something positive in every situation and always found a good word for everyone. She was our protector. Her strength and optimism have inspired me beyond words.

What is your favorite place in the US or Germany and why?

In the US, it would be New England, where I grew up — four true seasons: a cold, snowy winter, a hot, sunny summer, a fall seeing the amazing colors of the trees and a spring watching everything grow new again. In Germany, it would be Opernplatz in Frankfurt: excellent restaurants, the Alte Oper (the Old Opera House) and always a place to run into friends.

What was the last book you read?

David Knower
AmCham Germany Vice President
Cerberus Deutschland Beteiligungsberatung GmbH
W www.cerberuscapital.com
For the past decade, employers around the globe have been experiencing talent shortages. Despite significant changes in the global economy and a deep recession with record levels of unemployment, between 30 and 41% of all employers have been reporting talent shortages.

Unprecedented technological growth, constantly shifting demographics, increasing customer sophistication and the rise of individual choice have resulted in a new world of work, in which 38% of employers are having difficulties filling positions. In today’s work environment, talent has become a key differentiator; therefore, talent shortages are impacting competitiveness and productivity.

Since 2005, ManpowerGroup interviewed more than 41,700 hiring managers from 42 countries in an annual survey in order to identify the percentage of employers having difficulties filling positions, which jobs are difficult to fill and why. More than half of global employers (53%) stated that talent shortages seriously impact their ability to meet client needs. Among other consequences, this led to reduced competitiveness/productivity (42%), increased employee turnover (30%) and low employee engagement/morale (26%). When asked why they were struggling to fill certain positions, employers cited a lack of available applicants, a lack of technical skills, a lack of experience and a lack of employability or soft skills.

Jump-starting the hiring slowdown

The most-widely adopted strategies to address talent shortages are people-based practices, such as providing additional training and development to staff – 39% of employers who are proactively tackling the problem are using this approach. More than one in five (22%) are exploring new talent sources. Of those implementing alternative work models (18%), the largest proportion is increasing its focus on its talent pipeline, such as identifying high-potential employees and developing an approach for succession management.

To be competitive in the “Human Age”, employers need to take a new approach to source, recruit, develop and retain talent. While the importance of this is widely known, implementing new policies has been slow. Businesses and individuals need to change their behaviors and policies to overcome persistent talent shortages. In any organization, it is a must for the CHRO and the CEO to cooperate closely, ensuring that business and talent strategy align perfectly to meet their overall goals.

ABOUT THE COMPANY

ManpowerGroup is the world’s workforce expert, creating innovative workforce solutions for more than 65 years. As workforce experts, we connect more than 600,000 people to meaningful work across a wide range of skills and industries every day. Through our ManpowerGroup family of brands – Manpower, Experis, Right Management and ManpowerGroup Solutions – we help more than 400,000 clients in 80 countries and territories address their critical talent needs, providing comprehensive solutions to resource, manage and develop talent.

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Visiting US High-Tech Companies to Exchange Views on Digitization

Washington, DC, San Francisco and Palo Alto, March 29-April 2. Nine Members of the German Bundestag and one member of the State Parliament of Hesse joined Telecommunications, Internet, and Media (TIM) Committee members on a visit to high-tech companies to explore aspects of digitization and discuss them with government representatives and think tanks.

In the US capital, the delegation was welcomed by the honorable Ellen O’Kane Tauscher during a dinner hosted by CSC. The group also met with the German Ambassador to the US, Dr. Peter Wittig, and Ari Schwartz, Senior Director for Cybersecurity on the National Security Council Staff at the White House, and discussed US and German approaches to cybersecurity with experts from the New America Foundation and the Atlantic Council.

On the corporate side, the visiting members of parliament met with IBM’s Chris Padilla, Vice President of Government and Regulatory Affairs, Christina Peters, IBM Chief Privacy Officer, and Edmund O’Brien, CEO of arvato Bertelsmann Americas.

At the second destination, the San Francisco-Silicon Valley area, the group had the chance to visit several AmCham Germany member companies, among them SAP, Hewlett-Packard, CableLabs/Liberty Global, Microsoft, eBay and Facebook. The German General Consul in San Francisco, Stefan Schlüter, welcomed the delegation at a reception, at which Andreas von Bechtolsheim, co-founder of Sun Microsystems and founder of Arista Networks, shared his insights on start-ups and venture capital in Silicon Valley and Germany.

Key findings of the trip regarding cybersecurity and data security include the need to strengthen confidence in IT structures and the digital sector. Companies contribute significantly to data security and actively help develop business models that strengthen users’ trust. Differences prevail between Germany and the US regarding privacy, but there is also a discrepancy between Washington, DC, and Silicon Valley.

In terms of big data, the quantity and size of data is increasing exponentially. A profound analysis of big data can create added value for society, for example in eHealth. The use and acceptance of big data depend on clear definitions and rules for data protection.

Highly developed 3D printing and additive manufacturing are spreading to all economic sectors. Highly individualized production facilities are shifting closer to consumers with structural implications for logistics. These developments will also impact security, ownership and standardization.
TTIP and Sustainability

Berlin, April 23. In a joint Corporate Responsibility and TTIP Committee meeting, experts discussed the topic “TTIP and Sustainability.” Among the speakers were Dr. Clara Brandi from the German Development Institute DIE, Dr. Gabriella Schneider from the Commissariat of German Bishops and Michael Vollprecht, Senior Expert of the European Commission.

Paper on IT Security Law

Berlin, May 5. During a breakfast with Christina Peters, Chief Privacy Officer at IBM, Clemens Binninger, MdB (CDU/CSU) and Dieter Janecek, MdB (Alliance 90/The Greens), the Telecommunications, Internet and Media Committee presented and discussed a position paper on the IT Security Law.

View on ECB’s Monetary Policy

Frankfurt/M, March 10. The Financial Services Committee held a working dinner with Dr. Paul Sheard, Executive Managing Director, Chief Global Economist as well as Head of Global Economics and Research at Standard & Poor’s Ratings Services. Sheard spoke about “the European Central Bank’s quantitative easing from an international perspective.”

Email Use at the Workplace

Frankfurt/M, March 23. Members of the Corporate and Business Law Committee discussed chances and challenges of the use of email at the workplace with Björn Vollmuth, Counsel and Certified Employment Law Expert at Mayer Brown LLP.

Dialogue with Government of Rhineland-Palatinate Continued

Mainz, April 28. A group of AmCham Germany Board Members and Policy Chairs continued the dialogue with Malu Dreyer, Minister President of Rhineland-Palatinate, and Eveline Lemke, State Minister of Economic Affairs of Rhineland-Palatinate, after a first meeting in the spring of 2013. Among the topics discussed were TTIP, energy and health care issues as well as digitization. Dreyer welcomed the call of AmCham Germany for an educational campaign to strengthen the digital literacy of workers as a long-term measure to exploit the opportunities of digitization.
Investment Region

Saarland: Small in Size, Big on Industry

Known for its wealth in coal deposits, Saarland is also home to booming automotive and steelmaking industries. The small state lying on the border between Germany, France and Luxembourg offers investors more than meets the eye.

Anke Rehlinger, Minister of Economic Affairs, Labor, Energy and Transportation in Saarland, AmCham Germany member Hellmut Lotz and Bernhard Mattes, AmCham Germany President and Chairman of the Management Board at Ford-Werke GmbH, discuss the growing investment opportunities in Saarland.

What industries in Saarland are particularly strong?

Rehlinger: Saarland has traditionally been an industrial region. Our key sectors are the mechanical engineering and steelmaking industries. The rubber, ceramic and food industries are also strong in our region.

Lotz: Not to forget that the manufacturing industry is still the backbone of Saarland today considering its long heavy industry history based on coal. The most important sectors are machinery and automotive manufacturing – with Ford and some 200 big and small suppliers in Saarbrücken. Saarland is the third largest automobile industry supplier in Germany. More than half of Saarland’s GDP as well as jobs in the region rely on export success.

Mattes: I can agree with that. The region is especially important for Ford. More than 80% of the vehicles produced there are exported to more than 80 countries around the world, among them...
not only European countries, but also farther destinations such as Brunei, Jamaica and New Zealand. The Ford production facility in Saarlouis is an important employer, and it is known for its flexibility: two Ford models in several variants are built on just one production line. It is known to be one of the leading plants within the automotive industry due to its innovative work organization and logistics. With its lean production and well-trained workforce, the production site is regarded as exemplary within the Ford Motor Company and the European automotive industry.

How can companies tap into this infrastructure with their investments?

**Mattes:** Saarland’s central location in Europe offers many strategic advantages for a production facility working with various suppliers and exported goods as well as for exporting vehicles all over Europe and around the world. Saarland is generally known for its highly skilled and motivated workforce, the short distances between destinations and the direct contacts it has with business partners, politicians, scientific institutions and major suppliers — some of whom operate production sites near our plant in Saarlouis. All these factors are very important to the automotive industry, and because of that, they are worth being preserved. The Ford plant in Saarlouis, together with the neighboring supplier park, is one of the biggest industrial complexes in the region.

**Rehlinger:** Not only that, but investors will also be able to find an excellent infrastructure, short decision-making channels and a skilled workforce here in Saarland. Our industrial and commercial areas, such as Lisdorfer Berg in Saarlouis, offer attractive large-scale sites. Because Saarland borders France and Luxembourg and offers ideal transportation connections, such as a dense highway system, railway connections, waterways and airways, it is also a perfect place for logistics.

**Lotz:** In addition, a good resource for investors is the Chamber’s national database nexxt-change, which scans for the growing number of companies with difficulties in family business succession. Companies can also go to Saarland’s investment promotion agency gwSaar for advice and guidance. They and their colleagues on the administrative district level are particularly knowledgeable about opportunities in these big and brand new industrial zones.

What emerging sectors in Saarland should investors know about?

**Lotz:** With Saarland’s world-class scientific infrastructure, innovative start-up companies and SMEs excel in the fields of Industry 4.0 as well as medical and nanotechnology. Because it neighbors France, service providers from Saarland can logistically open up distribution to all of Europe.

**Rehlinger:** To add on, the IT and biotechnology industries in Saarland are growing especially well. Many start-ups are spin-offs from Saarland University and its research centers. The recognized German Research Center for Artificial Intelligence and the Max Planck Institute for Informatics in Saarbrücken are leading drivers of innovation in the fields of information and communication technology as well as smart manufacturing.
BANK OF THE FUTURE

Berlin, March 11. Participants of this AmCham Germany Forum at Deutsche Bank’s “trend lab” Q110 learned about the impact of digital natives and increasing regulation on the future of the banking industry from a speech given by Stefan Krause, CFO as well as Head of Strategy and Organizational Development at Deutsche Bank. Pictured here are (from left): Krause; Nadin Chucher, Head of Q110 – Die Deutsche Bank der Zukunft; and Carl Graf von Hohenthal, Berlin-Brandenburg Regional Committee Chair.

SUCCESSFUL SALES MANAGEMENT

Düsseldorf, March 19, and Munich, April 23. What are the key factors for sales success? Two AmCham Germany Expert Briefing events with event partner Miller Heiman gave insight into best practices for sales management with speeches from Tamara Schenk, Research Director at MHI Research Institute, followed by presentations from Heike Baur-Wagner, Director Partnerships and Key Supplier Relations at American Express Services (Düsseldorf), Thomas Menneking, Vice President of Field Sales at Sky Germany (Munich), and Dr. Sebastian Frankenberger, Executive Director at Swiss Virtual Business School (Munich). Both events also included interactive sessions led by Schenk.

INTERNATIONAL TAX HIGHLIGHTS

Leipzig, April 28. At this joint AmCham Germany-PricewaterhouseCoopers (PwC) event guest listened to Birgit Thalhammer, auditor and tax advisor and Director International Tax at PwC Leipzig, and Claudia Kuschel, tax advisor at PwC Leipzig, talk about current developments in international tax law. Topics covered included the Customs Code Amendment Act, the opinion of tax authorities on cross-border lending by corporations and the OECD’s initiative on Base Erosion and Profit Shifting, highlighting their effects on international business activities.

FUNDAMENTAL SHIFT IN RETAIL

Stuttgart, April 23. At this Business Luncheon with Willy Oergel, Chairman of the Breuninger Management Board. Oergel spoke about the fundamental shift that stationary retailing in major cities is experiencing in times of booming online retailing. He also outlined the changing demand of young people and highlighted Breuninger’s strategy to grow in a declining market. Pictured here are (from left): Prof. Gerhard Wegen, Baden-Württemberg Regional Committee Chair; Oergel; and Ulrich Schwer, Director of the Althoff Hotel am Schlossgarten.

SYSTEMS BIOLOGY IN DRESDEN

Dresden, April 28. Members of the Saxony Regional Chapter attended a Business Luncheon on the topic of Systems Biology. Prof. Eugene Myers of the Max-Planck Institute of Molecular Cell Biology and Genetics gave insight to current research topics of the growing group of computational biologists in Dresden, explaining to the audience how his team focuses on engineering specialized light microscopes for cell biology and analyzing the imagery produced by such microscopes. Pictured here are (from left): Dr. Ronny Herzog of event partner Lipotype GmbH; Myers; and Prof. Wolfgang Dornsbach, Saxony Regional Committee Member.
THE ONE WAY IN LOGISTICS

Düsseldorf, March 25. Logistics was the topic of this AmCham Germany Business Luncheon held at the Hilton. AmCham Germany Vice President Frank Sportolari gave a speech titled “Striving for the One Way.” Pictured here is Sportolari (left) with Dr. Alexander Schröder-Frerkes, North Rhine-Westphalia Regional Committee Chair.

ARE WOMEN BETTER MANAGERS?

Munich, March 17. This AmCham Germany Forum discussed the role of women in corporate management. Journalist Olga Mannheimer interviewed Dr. Sylvia Rothblum, Senior Vice President of German-speaking Territories and Israel at Warner Bros. Pictured here are (from left): Christian Hirsch, Partner at Civitas International Management Consultants GmbH; Mannheimer; Rothblum; and Christian von Sydow, Bavaria Regional Committee Co-Chair.

EU ECONOMIC PERSPECTIVES

Frankfurt/M, April 24. At this AmCham Germany Business Luncheon, Dr. Michael Heise, Chief Economist of Allianz SE, provided some perspective on the economic prospects of the EU in light of recent developments in the eurozone. He argued that the European Central Bank should end its quantitative easing program before 2016. Pictured here are Mark C. Hilgard, Rhein-Main Regional Committee Chair; Heise; and David Knowler, AmCham Germany Vice President.

FAREWELL TO STEPHEN A. HUBLER

Düsseldorf, April 27. US Consul General Stephen A. Hubler said good bye to Germany after almost three years in Düsseldorf. The North Rhine-Westphalia Regional Committee honored him with a farewell breakfast reception. Dr. Alexander Schröder-Frerkes, North Rhine-Westphalia Regional Committee Chair, presented Hubler with the “Certificate of Merit” of AmCham Germany. In addition, he was awarded the Goldener Rad-schläger by the second oldest carnival society in Düsseldorf for his typical Rhineland cheerful nature. Michael Keller, currently Counselor for Economic Affairs at the US Embassy in Paris, will assume office as the new US Consul General in August. Pictured here are (from left): Hubler; Schröder-Frerkes.

A CULTURAL APPROACH TO INNOVATION

Munich, April 15. At this Drawing Room Talk on hidden champions in Bavaria participants listened to a dialogue between Dr. Wieland Holfelder, Engineering Director and Site Lead at Google Germany and Marko Maschek, Member of the Bavaria Regional Committee. Holfelder and Maschek talked about a cultural approach to global product development, highlighting innovation examples from Google. Pictured here is Holfelder (left) with Maschek.

SECURING THE FUTURE

Munich, April 22. At this AmCham Germany Forum Prof. Roland Berger, Honorary Chairman of Roland Berger Strategy Consultants, gave a speech in which he encouraged guests to be proactive in securing Germany’s future. The event was wrapped up by a networking reception and buffet. Pictured here are (from left): Christian von Sydow, Bavaria Regional Committee Co-Chair; Berger; and Andreas Wüntenberger, Bavaria Regional Committee Co-Chair.
For the sixth year in a row, AmCham Germany welcomed another eager group of US college students at the opening ceremony of the US-German Internship Program, held at the headquarters of FrankfurtRheinMain GmbH in Frankfurt/M on May 19. Roughly 25 students, who come from various universities in the southeastern US, flew over to gain work and life experience through their summer internships at the 19 participating German companies. The opening ceremony was held to formally greet the students and give them the opportunity to meet their host companies, whom they are working with during the three-month program. Following a welcoming speech from the host — Eric Menges, CEO of FrankfurtRheinMain GmbH — the interns heard speeches from AmCham Germany General Manager Andreas Povel; Dr. Christoph Rückel, Of Counsel to BridgehouseLaw Atlanta LLP and Senior Partner at Rückel & Collegen; Matthew Trerotola, Executive Vice President of the US Consulate General in Frankfurt/M; and Jan Heitmann, Manager of Public Affairs at UPS Deutschland.

The US-German Internship Program aims to cultivate a positive view of Germany among future US leaders and prepares program participants as ambassadors of the German-American friendship. Established at the end of 2009 with BridgehouseLaw Atlanta, the highly successful program has had more than 150 participants and continues to grow steadily under the patronage of Hannelore Kraft, Minister President of North Rhine-Westphalia, and John B. Emerson, US Ambassador to Germany.

AmCham Germany, in collaboration with Rückel, is in charge of selecting host companies and participants as well as arranging travel preparations to Germany from finding accommodations, acquiring work permits and organizing an interim meeting in Berlin. “Promoting young talent is important for AmCham Germany. Through the internship program, we get young people enthusiastic about the German-American partnership and support the future of the transatlantic network between Germany and the US. Even though the problems of the future are changing, transatlantic cooperation will retain its high value,” Povel said.

For more information about how you and your company can get involved, please contact Katrin Utzinger
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US Students Arrive Ready to Start Internships

Participants of this year’s US-German Internship Program gather in Frankfurt/M for the welcoming ceremony.

One intern strikes up a conversation with representatives from host companies.

A few students get to know one another before they start their summer internships.
Member know-how

Connected Cars – Mobile Web Hits the Road

Mobile Internet is one of the most important drivers today. Media and Internet connectivity on mobile devices reflects the growing demand for accessing information from anywhere at any time. Cars are not only a means of transportation; they make a statement as well. Bringing mobile Internet to cars combines the two forms of mobility.

Connected cars open up new and innovative business models for users, vehicle providers and Internet-based services providers. Four years ago, MBtech Management Consulting started conducting its first trend study “The Connected Car 2015”, looking at the most important trends and challenges in vehicle telematics. Since then, numerous changes regarding Car2X communication have been realized.

In 2015, the volume of data exchanged and value-added services accessed via in-car Internet has significantly increased. The volume of data exchanged and value-added services accessed via in-car Internet has significantly increased. And there is still a growing demand for mobility-related information, commercial B2B services and in-car infotainment. Automotive manufacturers are launching in-car connectivity across their product portfolios. For city cars and cars with alternative operating modes, connectivity is a must. Cooperation between automotive OEMs and Internet providers is driving innovation at high speed.

Vehicle individualization is an important factor, particularly for younger drivers who want their cars to function as an extension of their virtual environment, taking features such as user profiles and social media access with them. One key factor in ensuring and promoting the acceptance of in-car connectivity is maintaining the vehicle’s system security.

Creating a link among cars, their own original data and their surroundings via the Internet is leading to new applications and business models. There is no doubt about it: Mobile Internet is hitting the road!

Cost of Doing Business in US to Decrease?

For the automotive industry, the cost of doing business in the US includes the cost of potential litigation, which exposes companies to document discovery, an expensive aspect of US litigation. However, changes are expected to the Federal Rules of Civil Procedure (FRCP) that could offer relief to companies. In April 2015, the US Supreme Court submitted changes to the FRCP to Congress for approval that have the potential to substantially change the discovery process. Unless congressional action takes place, the amended FRCP will come into effect on December 1, 2015. Four of the rules proposed for change are notable for German companies.

First, the most hopeful change is proposed FRCP 26, which narrows the scope of discovery. The permitted scope of discovery is proposed to be “proportional to the needs of the case” instead of the troublesome, “reasonably calculated to lead to the discovery of admissible evidence” standard. The court “must…limit the frequency or extent of discovery” if discovery is outside the permitted scope without the parties’ request.

Secondly, the proposed changes to FRCP 16 will encourage judges to become involved in the scheduling order – the list of deadlines for future actions ordered by the court, including when discovery should be completed – 30 days earlier. Naturally, if the judge intends to become involved earlier, parties and external counsel need to have answers to key questions earlier.

Third, regarding data the party has deleted, courts applied various tests to see when the most severe sanction would be applied – an adverse inference, which is when the judge instructs the jury that it is entitled to infer that the deleted data would have contained information harmful to the party’s case. Proposed FRCP 37 will allow severe sanctions only when a party acts “with intent to deprive.”

Finally, changes are also proposed to FRCP 34, which will require the parties to specifically state their objections to discovery requests, eliciting the true reason for objecting to the discovery request. This will hopefully reduce the number of discovery disputes.

Succinctly stated, the proposed rules aim at narrowing the scope of discovery and reducing discovery disputes. Both objectives spell relief for automotive companies continually exposed to disputes in the US.

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Board of Directors Meets alongside Annual Membership Meeting

The Board of Directors held its first meeting of the year in conjunction to the 112th Annual Membership Meeting. Aside from the annual reports from the president, treasurer and general manager, the digitalization of work-life and society were also discussed.

Dr. Nikolaus Lindner, Director of Government Relations for Germany, Austria and Switzerland at eBay Corporate Services, gave insight to the key findings of the information tour by the members of the German Bundestag to Washington, DC, San Francisco and Silicon Valley. Knut Brünjes, Min Dirig External Economic Policy, Trade Policy, Americas of the Federal Ministry for Economic Affairs and Energy, discussed the latest developments in the trade negotiations on TTIP and CETA with the Board Members. Brünjes also explained the position of the Federal Ministry for Economic Affairs and Energy and that of the German government. Pictured here are (from left): Brünjes; Bernhard Mattes, President of AmCham Germany.

Changes to AmCham Germany Committees

Birgit Ortlieb (left), Director Governmental Affairs Germany at Dow Deutschland Inc., takes over as new Chair of the Environment & Energy Committee. William Hood (middle), Managing Director of Companions Werbeagentur, joins Carl Graf von Hohenthal as Co-Chair of the Communications Committee. In addition, Dr. Bodo Vinnen (right) from the law firm Melchers joins Ernst Voss as Co-Chair of the International Business Committee.

New CR Publication 2015

For the tenth time, AmCham Germany published its „Corporate Responsibility“ yearbook. The publication gives insight into examples and developments of CR activities in German and American companies and highlights the findings of a recent trend survey. In addition, 22 companies outline how they established Corporate Responsibility in their organizations and developed it further across business units and levels. [...] (Translated from the original German article as it appeared on cir-news.net on May 29, 2015)

AmCham Germany Survey says Germany still highly rated

Large US corporations still rate Germany highly as a business location. But there is growing dissatisfaction among those companies that conduct part of their business in Germany. This is the essential result of a study carried out by Roland Berger Strategy Consultants on behalf of AmCham Germany. [...] “US-Companies bank on the professional infrastructure and very well trained employees, as well as the innovative strength of Germany”, says AmCham Germany President Bernhard Mattes. At the same time, they fear that Germany will rely on its strong competitive position for too long: “We must take care that our labor cost and especially the energy cost don’t increase further. This affects investment plans, we need to be careful here, we need the right framework conditions here.” [...] Another issue of concern is educational standards. More needs to be done to introduce young people at an early stage in school to the changes in the economy brought about by digitalization. [...] Calvin Pietzsch, General Manager at GE Germany, says: “[Students] need to understand that we are talking about highly integrated, digital, bit data-driven processes here. This requires that the people handling
these processes have a basic understanding of them. Communicating this and introducing people to these topics is one of the major challenges for companies today. They need to show: This is the future of work we are talking about here.” [...]

(Translated from the original German article by André Tonn for the broadcast Wirtschaft aktuell of rbb Rundfunk Berlin-Brandenburg on March 26, 2015)

TTIP: “Not all positions can be made public during negotiations”

Extract from an interview with AmCham Germany President Bernhard Mattes.

Lack of transparency is one of the main criticisms when it comes to the negotiations on TTIP. [...] In recent months, more communication has resulted in more support by citizens. Text proposals and position papers have been and are being made public. The issues criticized by citizens have been addressed. On the other hand, one cannot expect that all options and positions are made public prior to negotiations. The current high level of transparency on the content of negotiations can dispel a lot of concerns. However, there is no final draft yet that can be discussed. [...] The Ministry of Economic Affairs recently said that higher product standards in Europe could prevent many products from falling under the free trade agreement. Do you see this as a workable compromise? TTIP should include as many products as possible. If no agreement can be reached, certain products could also be excluded. However, this is not about finding the lowest common denominator for standards. Instead, mutually recognized standards and testing procedures should be established. [...] The willingness required from both sides is: If I want to reach a joint recognition process for standards, I have to be willing to find common ground that both parties can agree to, not only one. [...] Presidential candidate Hillary Clinton announced that she would entirely dispense with ISDS if she wins the elections. What would this mean for negotiations? I think, the US as well as Europe shouldn’t take too much time to conclude the negotiations, so that the competitive position of the transatlantic economy can be increased already now. [...] Corporates and chambers of commerce must also contribute by being open with regard to the citizens and explain to them the possibilities and opportunities of TTIP.

(Translated from the original German interview by Nicole Sagener as it appeared on EurActiv.de on June 2, 2015)
From April to June 2015

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„Der hat den Blick fürs Wesentliche. Genau wie ich.“

Typisch Erik. Typisch Ford.

DER FORD MONDEO

Adaptive LED-Scheinwerfer


1 Wunschausstattung gegen Mehrpreis.