

# commerce germany

The magazine of the American Chamber of Commerce in Germany e.V.



## energy & climate

It's time to take steps now

---

**12<sup>TH</sup> TRANSATLANTIC  
BUSINESS CONFERENCE**  
In Trade We Trust

---

**INTERVIEW**  
The mission of  
Governor Phil Murphy

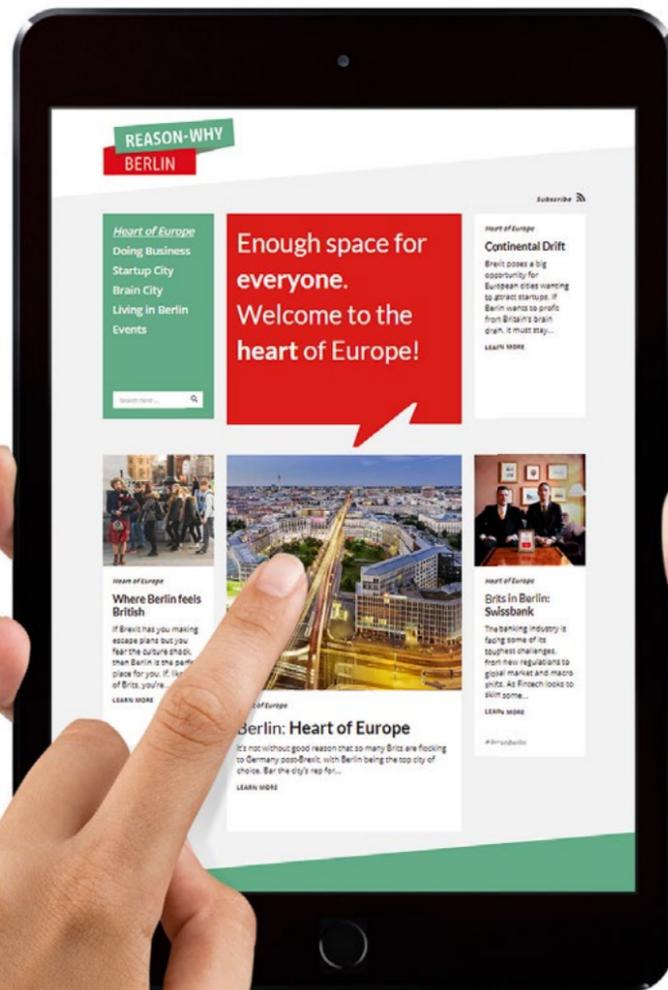
---

**POLICY SPOTLIGHT**  
Keeping up the dialogue:  
Leadership Visit

## Accelerate your growth in Berlin

Germany's capital has got it all: the most influential political and economic decision makers, innovative companies and an unrivaled concentration of science and research. Berlin has great potential at its fingertips: Specialists and executives who are excellently trained and thrilled by the high quality of Berlin's urban life. Check out our website with stories, portraits, facts & figures and find your reason why relocating your business to Europe's most thriving cities: Berlin.

[www.reason-why.berlin](http://www.reason-why.berlin)



# Dear Readers,



With all the changes happening to the energy sector and climate policy in the US and Europe, we thought it was time to dedicate an issue of *commerce germany* to these topics. In the US, for instance, the share of renewable energy has doubled since 2008 to 18% of all electricity, with particular strides made by wind and solar projects in recent years. And on a transatlantic scale, the announcement this summer by the EU to import more liquefied natural gas (LNG) from the US opens the door for more business cooperation. At the same time, energy security remains a contentious issue for the transatlantic partners.

But energy is just one side of the coin. In our cover story, we delve deeper into the topic of climate policy with Robert B. Weisenmiller, Chair of the California Energy Commission. In our exclusive interview, we discuss how climate protection and business

**Frank Sportolari**  
**AmCham Germany**  
**President**

innovation go hand in hand, and what Germany, California and the US can learn from one another regarding climate policy. Keeping with this focus, Claudia Kemfert from the German Institute for Economic Research discusses how climate change can spur economic growth, while Mark Lawrence from the Institute for Advanced Sustainability Studies addresses the topic of geoengineering. We also take a look at what our member companies Evonik, GE and PUMA are doing to combat climate change.

Of course, given all that's going on in transatlantic affairs, we couldn't limit this issue just to energy and climate policy. In *Transatlantic Trends*, Jamie Fly from the German Marshall Fund of the United States tells us what to make of the US midterm elections. We also share our own takeaways from two recent trips to the US: our Leadership Visit and our delegation trip with the Telecommunications, Internet and Media (TIM) Committee. And we also sit down in this issue to talk with Phil Murphy, Governor of New Jersey, about transatlantic trade and investment — topics that defined our *Transatlantic Business Conference* in Berlin, which we also report about on pages 8-10.

To sum it up: We've been busy this fall representing the voice of transatlantic business — and not just on energy and climate policy. As this year comes to a close, we want to thank you for your support, dedication and commitment to our organization in 2018. Happy holidays! We look forward to seeing you at our New Year's Receptions in January!

Enjoy reading,

**Frank Sportolari**

The voice of transatlantic business

# 116<sup>th</sup> Annual Membership Meeting 2019

**Urban Supply Chain**  
The city of tomorrow in a globalized world

Make sure to save the date for our next AmCham Germany Annual Membership Meeting.

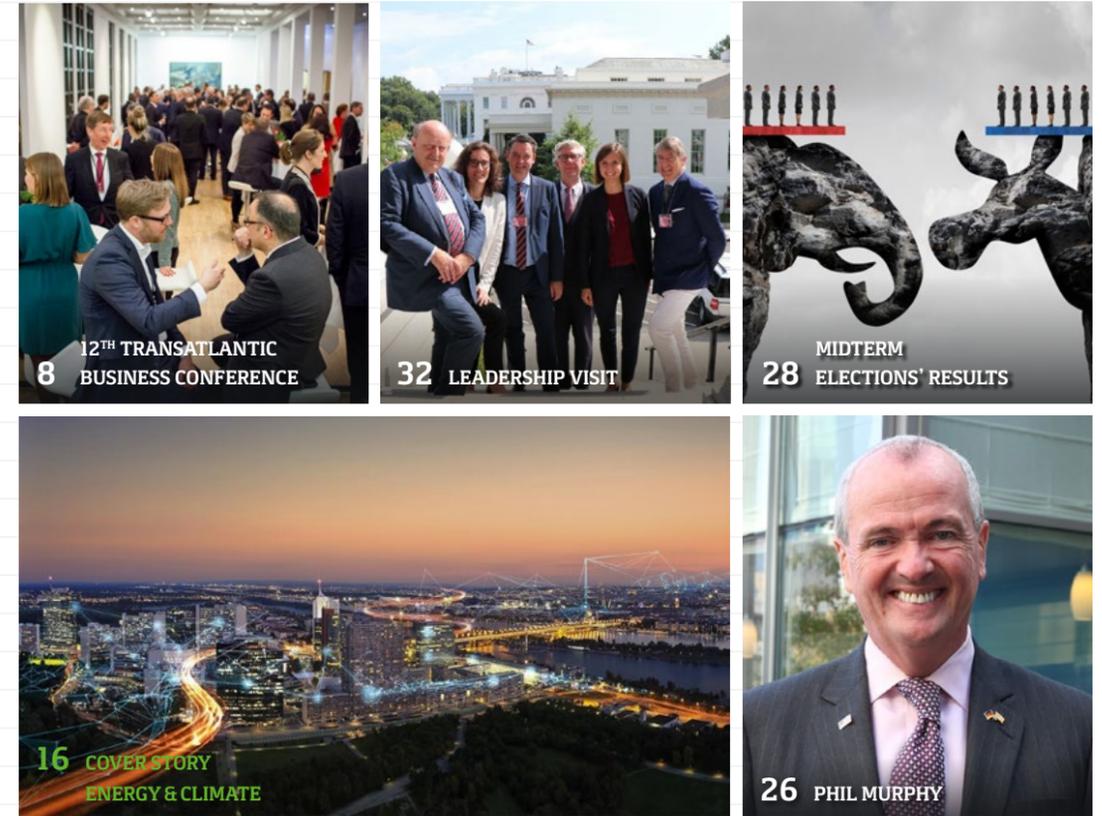
**WHEN?** May 17, 2019  
**WHERE?** EMPORIO Hamburg  
Valentinskamp 70, 20355 Hamburg

Invitations with the detailed program will be sent out in April 2019. Take this opportunity to network with representatives from the transatlantic business community as well as from industry and government and discuss the future of transatlantic cooperation. You also have the opportunity to present yourself as an event partner. Feel free to contact Mandy Elgner to discuss various ways of supporting us!

**CONTACT**

Mandy Elgner  
T +49 69 929104-30  
E melgner@amcham.de

[www.amcham.de](http://www.amcham.de)



**6 CHAMBER NEWS**

- 8 12<sup>th</sup> Transatlantic Business Conference
- 11 Interview with Lisa Davis, Siemens AG
- 12 US company rankings
- 14 AmCham Germany surveys

**TRANSATLANTIC TRENDS**

- 26 Transatlantic business: Trade missions keep the dialogue going
- 28 Midterm elections' results: A divided country, a deeper gridlock

**COVER STORY**

- 16 Energy & climate: The time for action is now

**VIEWPOINT**

- 19 FROM OUR MEMBERS
  - Energy efficiency at the molecular level: High-quality silicas
  - Merkur: A rising star in offshore wind farms
  - No brand is an island
- 22 EXTERNAL
  - Climate protection as growth engine in Germany
  - Climate geoengineering

**POLICY SPOTLIGHT**

- 30 Delegation Trip - Digitalization: Only common regulations will work
- 32 Leadership Visit: The importance of transatlantic business diplomacy
- 34 Political voices from Germany

**3 QUESTIONS FOR**

- 35 Adel Al-Saleh, Deutsche Telekom AG

**36 NEW MEMBERS**

**38 OUTLOOK**

**39 CALENDAR**

Photo credit: Jan Zapfner/Raum11; AmCham Germany; lightwise/123rf; SIEMENS AG; Sandra Hauer

## NextGen Initiative: Call for nominations

Strengthening the future  
of AmCham Germany  
by creating and supporting  
an enthusiastic young  
leadership team

Our NextGen Initiative had a successful start in 2018. Now we are calling for the next group of 25 to 30 young professionals to join the program and spend 12 months learning more about transatlantic business, refining leadership skills and expanding professional networks. Member companies may nominate up to two potential candidates each. For more information, please visit [www.amcham.de/next-gen](http://www.amcham.de/next-gen)

## Advocacy calls: Talking with US governors

All things considered, in the US politics are local. This is why AmCham Germany is making a point in reaching out to US governors. We initiated a series of phone calls with governors because, after all, their states are directly impacted by the White House's trade policies. German businesses with their subsidiaries and production sites contribute to the US economy by providing 674,000 jobs and

investments of \$373 billion as well as by improving infrastructure and education. This is at stake if economic cooperation between the US and Europe declines because of trade tensions.

In past months, many governors have traveled to Washington, DC, to advocate against tariffs and to push for constructive trade negotiations. In Indiana, Michigan,

Illinois, Pennsylvania and North Carolina, for example, German direct investment is a key factor for economic growth and innovation. By talking to the governors on the phone and including our members in these calls, we highlight this, explain the necessity for a reliable political framework and encourage the governors to continue to make their (and our) voices heard in Washington, DC.



## New Nominations Committee Chair: Han Steutel

The AmCham Germany Board of Directors elected Han Steutel of Bristol-Myers Squibb to become new Chair of the AmCham Germany Nominations Committee in August 2018.

The Nominations Committee compiles the list of candidates for election to the Board of Directors and the Executive Committee before each Annual Membership Meeting. The committee also supports both bodies by organizing reelections and overseeing personnel changes that occur between Annual Meetings.

Steutel takes over this important task from Dr. Lutz R. Raettig, Chairman of the Supervisory Board at Morgan Stanley Bank AG, whom AmCham Germany would like to thank for his many years of service. AmCham Germany would also like to express its gratitude that Raettig will continue to serve as a member of the AmCham Germany Executive Committee.

Steutel has served as a member of the AmCham Germany Board of Directors since 2015. He has been General Manager of Bristol-Myers Squibb in Germany since 2008 and took the reins of the Association of Research-Based Pharmaceutical Companies (vfa) in 2016 as Chairman of the Board. Steutel has also been a member of the Board of the Federation of German Industries (BDI).

## Lindner in Munich: Liberal values and free trade

AmCham Germany welcomed more than 300 guests to its Business After Hours event in Munich on Sept. 5, 2018. Attendees came to hear Christian Lindner, Chairman of Germany's Free Democratic Party (FDP), speak about the importance of transatlantic relations. In his remarks, Lindner observed that the US had always played a leading role in



the Western world, so defending liberal values was more relevant than ever. He added that recent developments were no reason to question transatlantic relations as there was no real alternative. For Lindner, transatlantic relations should be made a priority in foreign policy. "Free trade is beneficial for everybody," he concluded.

## Airlift Contest: Inspiring tribute to transatlantic friendship



AmCham Germany acknowledged the winners of the Chamber's Berlin Airlift Contest at a Transatlantic Evening held on Nov. 8, 2018. Prizes were awarded to Tim Oswald (17), Oskar Rabe (18), Sarah Lawton (25) and Matthias Obermeier (22), whose writings collectively sent a positive signal about the stability of our shared transatlantic values

and the human connections that transcend the changing political landscape. Deputy Chief of Mission Robin S. Quinville from the US Embassy Berlin and Sawsan Chebli, State of Berlin Delegate to the Federation, and Permanent Secretary for Active Citizenship and International Relations, were among the speakers that evening and also presented the awards. Cherno Jobatey, journalist and TV presenter, served as the host, enlivening the event in his own entertaining way. Delta Air Lines generously provided a roundtrip flight to New York for two as the first prize, which fittingly went to Oswald for his immensely creative, inspiring short story "America Gives Me Wings." For more information about the contest and the Transatlantic Evening, please visit: [www.airlift-contest.com](http://www.airlift-contest.com)

## Adjustment of membership dues for 2019

To sustain the Chamber's high-quality services, the AmCham Germany Board of Directors has decided to adjust membership dues in 2019 in accordance with the German consumer price index. We continuously work to improve AmCham Germany for the benefit of our members. The introduction of online events registration, the establishment of the

NextGen Initiative and the significant expansion of contacts with US government representatives ensure AmCham Germany can continue to play a strong role in the transatlantic business community. Should you have any questions, please contact our membership team: [membership@amcham.de](mailto:membership@amcham.de)



## In memory of Ulrich W. Reinholdt

AmCham Germany mourns the loss of its long-standing member Ulrich W. Reinholdt, who passed away on Nov. 7.

We have lost a very special person and an exceptional friend. Ulrich was committed to AmCham Germany for nearly 35 years as an active member, both individually and on behalf of AIG, and he generously supported our cause. He also served as a member of our Board of Directors for over 10 years.

Rooted deeply in his personal convictions, Ulrich's dedication to transatlantic friendship was unwavering, even in difficult times. He was a passionate bridge-builder for transatlantic relations and served as a role model for all of us in a way that will continue to inspire us long after his passing.

We thank Ulrich Reinholdt for all that he contributed to our organization. We will always remember him and his generous spirit.

# Shaping trade for the 21<sup>st</sup> century

*“Trade can secure peace and freedom, but trade is facing disruption.”*

**T**he above quote by Dr. Marcus Chromik of Commerzbank at the opening of our 12<sup>th</sup> Transatlantic Business Conference set the tone for two days of speeches, panels and breakout sessions in the German capital. This year we relocated the event to Berlin, fostered a greater integration of our NextGen community and incorporated new elements such as site visits.

### **Free trade as a global force for good**

The fact that free trade is more than the exchange of goods and services was emphasized over and over, including by CEOs from the US.

As James R. Fitterling, CEO of The Dow Chemical Company, explained: “When we weaken trade, we weaken our ability to collaborate on solving global challenges.” He also pointed out that challenges like climate change and inequality — coupled with nationalism, populism and protectionism — showed that no country can afford to go it alone.

## 12<sup>th</sup> TRANSATLANTIC BUSINESS CONFERENCE

In Trade We Trust - Shaping the Global Marketplace in Times of Disruption



2



1



3



4

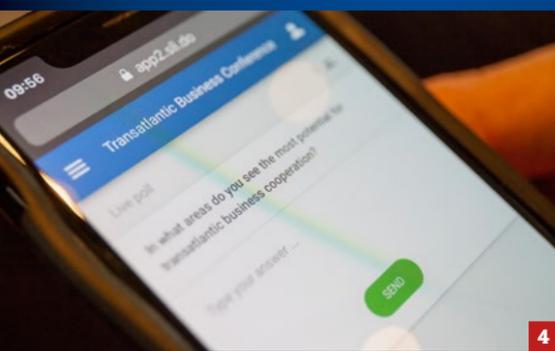
- 1 Richard A. Grenell, Ambassador of the United States of America to Germany.
- 2 Alexander Linn, Partner, Deloitte, and Donatus Kaufmann, Member of the Management Board, thyssenkrupp AG, participated in a panel discussion on “The Transatlantic Partnership — Catching Opportunities and Facing Challenges.”
- 3 AmCham Germany members took part in a site visit to Commerzbank #openspace.
- 4 Former US Secretary of Transportation Rodney Slater, Partner, Squire Patton Boggs.



Lisa Davis participated in this year's Transatlantic Business Conference in Berlin. During the event, we had the opportunity to talk with her about energy efficiency and the transition to renewable energy.

# Energy efficiency: A win-win for business and the environment

## INTERVIEW WITH LISA DAVIS



- 1 Member of the AmCham Germany Executive Committee Dr. Sylvia Rothblum, SVP of German Speaking Territories & Israel, Warner Bros. Entertainment GmbH.
- 2 Theresa Fallon, Director, Center for Russia, Europe, Asia Studies.
- 3 AmCham Germany members learn about the Dell EMC Pivotal Labs.
- 4 Participants gave direct feedback on current transatlantic issues through live polls.
- 5 James R. Fitterling, CEO, The Dow Chemical Company.

**CO-ORGANIZERS**  
Commerzbank | Deloitte | BDI

Keeping with this global focus, Member of the Siemens Managing Board Lisa Davis spoke about the impact of tariffs and how global supply chains spur competition. She also pointed out that trade agreements have the benefit of setting transparent rules for everyone.

The conference speakers agreed: We need to shape trade responsibly. For Fitterling, that meant promoting business investment and fostering workforce development.

### Europe must act now

Topics like tariffs were in the spotlight, but speakers also issued a clear mandate to Europe. For the EU to avoid becoming a pawn of other powers, it must step up to the plate and develop a unified strategy — whether on trade or digitalization. Speakers called for similar political foresight when reforming international institutions such as the World Trade Organization and shaping trade for the 21<sup>st</sup> century.

### US and German government representatives: Different views, similar challenges

We also welcomed US Ambassador to Germany Richard A. Grenell, who emphasized that the US remained committed to free trade as long as it is fair trade. At the same time, State Secretary Dr. Ulrich Nußbaum from the Federal Ministry for Economic Affairs and Energy recognized that while the German and US governments have different views, both countries are confronted with similar challenges.

### Great potential in transatlantic relations

Our conference also gave us the opportunity to talk about areas of US-EU cooperation, for instance through live polls with the audience. These revealed that participants saw the most potential for cooperation in the automotive sector, digitalization, cybersecurity and advanced manufacturing, and the majority expected their profits in the US to increase in 2019.

When all is said and done, the critical point is this: We must actively make the case for strong transatlantic ties. Or, as our President Frank Sportolari: "Talking on its own does nothing. We need to act."

### Lisa, what trends are shaping future energy systems?

The share of renewables in the energy mix is continuously increasing. This is primarily because of efforts to combat rising CO<sub>2</sub> emissions, but also because of renewables' competitiveness against fossil energy sources. At the same time, the global need for electricity is growing — even in traditional primary-energy sectors like heat and mobility. With the systems' rising level of intelligence, these different elements must be linked to optimally exploit the advantages of each. Connecting and integrating more and more assets offers great efficiency potential to the energy system as well as to individual companies, which mutually profit from efficiency gains and cost savings.

### The UN has stepped up its call to enhance energy efficiency and curb global CO<sub>2</sub> emissions. How will this affect businesses?

The recent IPCC (Intergovernmental Panel on Climate Change) report calls for urgent action to limit global warming to just 1.5 degrees Celsius to avoid the most serious consequences of global warming for our climate. Companies must take this challenge seriously; it's part of our responsibility to society. Policies will certainly address this decarbonization goal by introducing greater regulation and higher savings targets. The bottom line is this: Energy efficiency is not a burden for companies, rather it often constitutes a readily available potential for reducing a company's costs. It's a win-win for business and the environment.

### How should companies approach the goal of decarbonizing their operations?

The cheapest, most environmentally friendly energy is always the energy you don't use. There

are countless ways to save energy depending on where a company consumes energy: in its transportation systems, in its offices, or even in its industrial plants.

Efforts at Siemens prove that much can be done today. In 2015, our company pledged to become climate neutral by 2030. Siemens has since been able to lower its CO<sub>2</sub> emissions from around 2.2 million tons of emissions in fiscal 2014 to 1.6 million tons in 2017 — a reduction of about 27%. We're reducing our carbon footprint by, for example, using distributed renewable energy systems, investing in smart e-mobility solutions, and increasing the energy efficiency of our processes.

### What role does German-American cooperation play in the energy transition?

The added value of transatlantic collaboration to Siemens, a global company, is obvious: We leverage people skills and know-how from Germany and the US as well as many other countries. Development of our flagship gas turbine, the HL-class, was, for example, driven by experts from Berlin, Mülheim and Erlangen as well as from Charlotte and Orlando. Such a project benefits considerably from the diversity, specialized know-how and the customer proximity on both sides of the Atlantic.

This shared value creation naturally extends beyond our company. We work with partners and suppliers around the globe to develop and deliver the best, most innovative products, solutions and services. The technological progress needed to shift our energy systems gains a lot from the close interaction of our innovative economies.

Lisa Davis

Member of the Managing Board of Siemens AG  
[www.siemens.com](http://www.siemens.com)

Lisa Davis is responsible for the global energy business at Siemens and is Chair and CEO of Siemens Corporation, USA.

Previously a vice president at Royal Dutch Shell in the US and Great Britain, Davis joined Siemens in 2014 where she continues to serve as a member of the Siemens AG Managing Board.

# US company rankings: Further growth in sales

**The overall investment conditions for US companies in Germany remain steady. This is the result of AmCham Germany's annual ranking of the TOP 50 American subsidiaries and the 30 largest US employers in Germany: Sales among the TOP 50 increased on average by 3.4% in 2017 (3.2% in 2016), while the 30 largest US employers in Germany represented more than 300,000 jobs.**



## TOP 50 US companies in Germany\*

Company	Top executive(s)	Address	Sales in 2017 (€)	Employees	US parent company	Branch/industry
1. Ford-Werke GmbH www.ford.de	Gunnar Herrmann, Wolfgang Kopplin	Henry-Ford-Str. 1 50735 Cologne	22,710,000,000	24,000	Ford Motor Company Dearborn, MI	Automotive
2. Amazon Deutschland <sup>1</sup> www.amazon.de	Ralf Kleber	Marcel-Breuer-Str. 12 80807 Munich	15,646,000,000 <sup>2,3</sup>	14,500 <sup>2</sup>	Amazon.com, Inc. Seattle, WA	Internet retail
3. ExxonMobil Central Europe Holding GmbH corporate.exxonmobil.de	Florian Barsch	Caffamacherreihe 5 20355 Hamburg	8,700,000,000 incl. petroleum tax	3,000	Exxon Mobil Corporation Irving, TX	Oil and gas (up- and downstream), chemicals
4. PHILIP MORRIS GmbH www.pmi.com	Markus Essing	Am Haag 14 82166 Gräfelfing	6,646,000,000 <sup>2,3</sup> incl. tobacco tax	2,100 <sup>2,4</sup>	Philip Morris International Inc., New York, NY	Tobacco
5. IBM Deutschland <sup>1</sup> www.ibm.com/de-de	Matthias Hartmann	IBM-Allee 1 71139 Ehningen	6,300,000,000 estimate	13,500 estimate	IBM Corporation Armonk, NY	IT
6. JET Tankstellen Deutschland GmbH www.jet-tankstellen.de	Jörg Biermann, Georg Ober, Anthony Reddington	Caffamacherreihe 1 20355 Hamburg	6,177,000,000 <sup>2,3</sup> incl. petroleum tax	250 estimate	Phillips 66 Company Houston, TX	Energy
7. McKesson Europe AG www.mckesson.eu/mck-de	Tilo Köster, Alain Vachon	Stockholmer Platz 1 70173 Stuttgart	4,653,000,000 <sup>2,5</sup>	2,300 <sup>2,4,6</sup>	McKesson Corporation San Francisco, CA	Pharmaceutical and medical manufacturing
8. HAVI <sup>1</sup> www.havi.com	Klaus Rueth	Geitlingstr. 20 47228 Duisburg	4,600,000,000 estimate	1,300 estimate	The HAVI Group, LP Downers Grove, IL	Food service logistics
9. GE Deutschland <sup>1</sup> www.ge.com/de	Dr. Wolfgang Dierker	Bleichstr. 64-66 60313 Frankfurt/M	4,500,000,000 estimate	10,000	General Electric Company Boston, MA	Energy, technology, service
10. Google Deutschland <sup>1</sup> www.google.de	Dr. Alwin Mahler	ABC-Str. 19 20354 Hamburg	3,850,000,000 estimate	1,100 estimate	Alphabet Inc. Mountain View, CA	Internet services

Estimates were conducted solely by AmCham Germany and Accenture. Note: If more than one top executive is given, names are listed alphabetically.

\* Find the complete TOP 50 listing in the AmCham Germany Yearbook 2019 or on our website.

Car manufacturer Ford again topped the annual ranking with sales of €22.71 billion in Germany in 2017. Online retailer Amazon took over second place with revenue of €15.6 billion, while ExxonMobil Central Europe Holding (Esso) climbed to third place with sales of €8.7 billion (including petroleum tax). Cigarette and tobacco manufacturer Philip Morris came in fourth place with €6.6 billion in sales revenue (including tobacco tax), while IBM Deutschland completes the top five with estimated sales of €6.3 billion.

The TOP 50 US companies in Germany in 2017 are most active in the automotive, information and communications technology (ICT) and service sectors and represent total sales revenue of around €171 billion.

## The 30 largest US employers in Germany

AmCham Germany also releases a list of the 30 largest US employers in Germany in addition to its annual TOP 50 ranking: McDonald's Deutschland remained the largest US employer in Germany, with 60,000 employees in 2017 (estimate, including franchises), followed by Ford-Werke GmbH (24,000), ManpowerGroup Deutschland (23,954), United Parcel Service Deutschland (19,000) and Amazon (14,500).

## About the US company rankings

AmCham Germany's annual TOP 50 ranking lists the largest US companies in Germany and subsidiaries of American parent companies with more than 50% American capital in Germany as measured by sales revenue in the previous year. The criterion for sales is net revenue, i.e., sales without value-added tax. The petroleum tax and tobacco tax are an exception.

Footnotes (table on the left):  
1) In cases where no corporate identity is given (e.g., GmbH, AG or KG), sales are generally combined from multiple sources; that is, from various associated companies.  
2) Data taken from company website and/or annual report pursuant to SEC filing requirements.  
3) Data converted from US dollars and rounded based on average annual exchange rate for 2017.  
4) Company estimate.  
5) Data for 2018.  
6) Employee data for GEHE Pharma Handel.

Similarly, AmCham Germany's ranking of the 30 largest US employers in Germany includes all subsidiaries with a majority of parent company shares in US possession.

The information for both rankings is either provided directly by the companies or based on estimates and research conducted by AmCham Germany and Accenture in September 2018.



## TOP 30 US employers in Germany\*

US Employers in Germany	Employees 2017
1. McDonald's Deutschland LLC	60,000 <sup>1,2</sup>
2. Ford-Werke GmbH	24,000
3. ManpowerGroup Deutschland <sup>3</sup>	23,954
4. United Parcel Service	19,000
5. Amazon Deutschland	14,500 <sup>4</sup>
6. IBM Deutschland	13,500 <sup>1</sup>
7. GE Deutschland	10,000
8. Procter & Gamble Germany	10,000 <sup>4,5</sup>
9. Aramark Holdings GmbH & Co. KG <sup>3</sup>	9,200 <sup>4,5</sup>
10. Adient Germany Ltd. & Co. KG	8,300 <sup>1</sup>

Footnotes:  
1) AmCham Germany estimate.  
2) Including franchises.  
3) Significant US employer, but not in TOP 50 Ranking due to lower sales revenue.  
4) Data taken from company website and/or annual report pursuant to SEC filing requirements.  
5) Company estimate.

\* Find the complete TOP 30 listing in the AmCham Germany Yearbook 2019 or on our website.

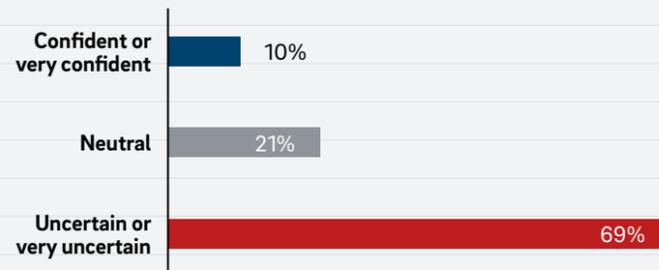
# Your opinion is important to us

To learn where our members stand on the most pressing transatlantic issues and how we can best represent their interests, AmCham Germany regularly conducts short surveys, or “flash polls,” and communicates the results directly to members of the media and political stakeholders. These flash polls are short and anonymous, and members are invited to participate through email. Here are a few of the interesting findings we’ve gathered this year — all thanks to the active participation of so many of our members!

*In spring 2018, we wanted to know what effects the Trump administration’s policies were having on the business community’s mood about the economy.*

## 1 ON THE WHOLE, DO YOU FEEL CONFIDENT OR UNCERTAIN ABOUT US TRADE AND ECONOMIC POLICY?

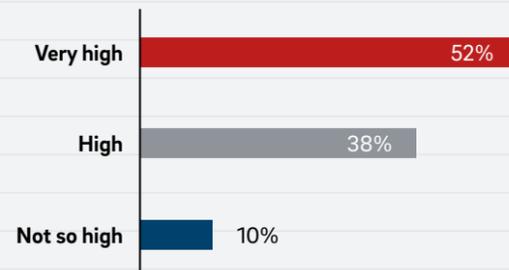
[n = 108]



*But we also looked at competitive conditions generally — not just in the US.*

## 2 HOW HIGH IS THE CURRENT PRESSURE ON GERMANY TO REFORM IN ORDER TO REMAIN COMPETITIVE INTERNATIONALLY?

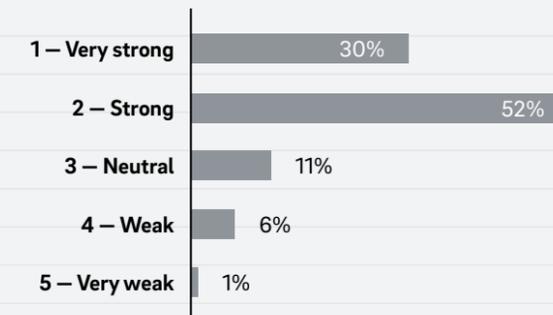
[n = 142]



*Our surveys always address current events. For that reason, it was important for us to ask our members for their opinions on the US midterm elections held on Nov. 6, 2018.*

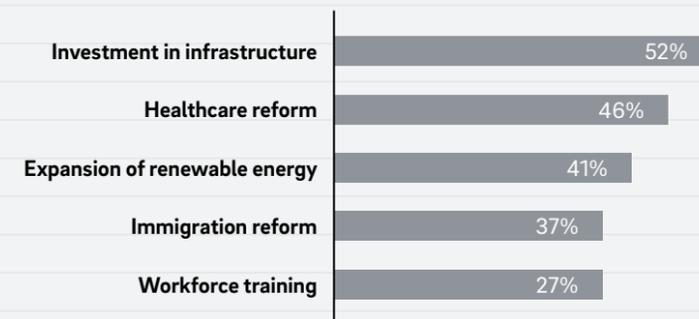
## 3.1 IN SPITE OF CURRENT POLITICAL DISPUTES, HOW STRONG DO YOU ASSESS THE DAY-TO-DAY BUSINESS RELATIONS BETWEEN EUROPE AND THE US?

[n = 172]



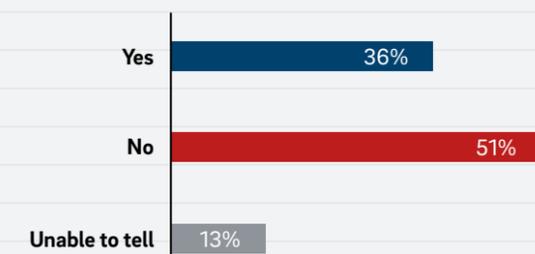
## 3.2 IN YOUR OPINION, WHAT POLICY ISSUES SHOULD THE NEW CONGRESS COMMIT TO THE MOST?

[n = 180]



## 3.3 DO YOU EXPECT CONCRETE POLICY CHANGES TO HAPPEN GIVEN THE RESULTS OF THE US MIDTERM ELECTIONS?

[n = 181]



*You can learn more about the midterm elections in our guest article on page 28 of this issue of commerce germany. In it, Jamie Fly, Senior Fellow and Director of the Future of Geopolitics Program at the German Marshall Fund (GMF), has summarized the aftermath of the elections from the perspective of an American.*

**For more information please contact [presse@amcham.de](mailto:presse@amcham.de)**

## ENERGY &amp; CLIMATE

# The time for action is now



## About

Robert B. Weisenmiller, Ph.D., was appointed chair of the California Energy Commission in January 2011 by California Governor Edmund G. Brown Jr.

Weisenmiller brings more than 30 years of energy experience to the Commission, including expertise in electricity and gas markets and California regulatory policies.

He has served as an expert witness in more than 100 state and federal regulatory commission proceedings and authored numerous publications on electricity and natural gas markets.

He holds a doctorate in chemistry and a master's in energy and resources from the University of California, Berkeley.

INTERVIEW WITH  
ROBERT B. WEISENMILLER, PH.D.

**G**erman public discourse portrays California's climate policy very positively. Germany has also been regarded as a longtime global leader in climate policy. Does California see itself as a pioneer and leader?

Yes. Californians see themselves as leaders in addressing climate change and reducing greenhouse gas emissions. A watershed moment in the state's history happened in 2006 with the passage of legislation under Arnold Schwarzenegger's administration. The legislation required a sharp reduction of greenhouse gas emissions to 1990 levels by 2020. Thanks to current Governor Edmund G. Brown Jr. this goal was met four years ahead of schedule. So we are not just making goals but meeting and surpassing them. As Governor Brown has said, "California isn't waiting for the rest of the world before it takes action on climate change." At the same time, California believes it has a duty to share its knowledge and expertise globally. California emits only 1% of the world's greenhouse gas emissions, so without others joining the effort our impact is minimal.

Critics of Germany's climate policy often say that Germany cannot save the climate alone and trying to do so would endanger Germany as a business location. How does California's economic growth compare with that of the US as a whole?

Since 2000, California has reduced emissions by 9% while the state's economy grew by 46%. The rest of the US economy grew by 35%, according to a California Energy Commission annual report. Furthermore, California's electricity sector is now 40% below 1990 greenhouse gas emission levels.

Do Californians support the climate protection measures?

Most of these emissions reductions were achieved in the power sector, where California nearly tripled renewable energy production over the past decade. Polls show that Californians support relying on clean, carbon-free energy, and they hope others follow.

*Since the US administration announced its intention to withdraw from the Paris Agreement, a broad alliance of states, municipalities, cities and businesses has formed to continue support for climate action and has reaffirmed its commitment to the global pact to reduce greenhouse gas emissions. California, the world's fifth-largest economy, has been at the forefront of this movement.*

*When it comes to developing new ideas and processes for climate protection, California has been a pioneer in the US for many years now. And it's no wonder why: As we've just seen in the last few weeks, the state suffers from droughts and forest fires more than hardly any other US state. We spoke with Robert B. Weisenmiller, Ph.D., Chair of the California Energy Commission, about the details of California's climate policy, how climate protection and business innovation can go hand in hand, and what Germany as a European pioneer in climate matters and California can learn from each other.*



Revolutionizing grid-connected energy storage: Znyth™ (zinc hybrid cathode) Battery Technology — a project supported by the California Energy Commission.

**California has set a goal of using only renewable energy sources by 2045. How will that goal be reached?**

Our electric utilities are required to develop long-term plans to gradually increase clean energy sources while maintaining reliability, controlling costs and reducing greenhouse gas emissions. Our initial goal was 60% renewable energy by 2030. Today, when the large hydroelectric and nuclear energy sources are included, California already

**Germany and California must continue to lead**

sources 60% of its electric energy from carbon-free sources. California's 100% zero-carbon goal is a planning goal. We are well on our way, but creativity and new technology will be needed.

**What are some promising technologies that can help cope with climate change?**

One of the most promising technologies is energy storage. California has the largest energy storage market in the US and battery technology is rapidly evolving. As battery technology advances, it benefits the electric grid and helps the shift to zero-emission vehicles. Since 50% of California's greenhouse gas emissions and more than 80% of criteria pollutants — carbon monoxide, lead, nitrogen dioxide, ozone, particulate matter and sulfur dioxide — are from transportation, California must electrify its transportation fleet, including cars, buses and trucks, to meet the state's climate goals.

**California's climate policy deviates strongly from that of the US government. How is California's climate policy perceived in the US?**

California is driving energy advancement in the US. Many states adopt and benefit from California air standards and energy efficiency standards. For example, California's vehicle greenhouse gas emission standards have been adopted by 12 other states. California and many of these states will sue the Trump administration if it attempts to weaken these standards.

weaken these standards.

**In 2018, government representatives from California and Germany met for the second time for the California-Germany Bilateral Energy Conference. What can Germany learn from California and vice versa?**

The California Energy Commission has a long-standing relationship with the German Federal Ministry for Economic Affairs and Energy. We began bilateral meetings in 2013, since both regions have been leading the way with renewable energy. We have had equivalent authorities from California and Germany work together on lessons learned, especially regarding energy markets. Germany is ahead of California on decarbonizing the transportation sector and California is ahead of Germany on decarbonizing the power sector. Germany and California must continue to lead.

**Germany sometimes lacks the courage to try new things. The country is not considered as open to technology as California. Is the openness of California and the fact it's home to Silicon Valley an advantage for the creation of ambitious climate policy?**

Yes. California and Silicon Valley are home to a dense concentration of cleantech investment and home to many innovators that have taken a proactive approach to climate change. Despite a willingness to try new things, formidable climate change challenges persist. California and Germany must stand together to boldly confront challenges. To adapt, California and Germany must take steps to avoid severe consequences. We cannot afford to wait. California completed a climate change assessment this year that forecasts a dire future where climate extremes threaten lives and the energy infrastructure: Two-thirds of Southern California's beaches could be wiped out as a result of climate change and the average area burned by wildfires could nearly double by 2100.

Photo credit: Eos Energy Storage

Photo credit: Stefan Wildhirt

# Energy efficiency at the molecular level: High-quality silicas

DR. BERNHARD SCHÄFER, EVONIK

*Improving engines isn't the only approach to boosting energy efficiency in vehicles. Bernhard Schäfer highlights the role tires play in conserving resources.*

The efficient use of resources supports production of energy-efficient, environmentally friendly products. This makes it a key factor when it comes to developing large portions of Evonik's business.

**More efficient and safer driving**

Our Resource Efficiency Segment puts us among the world's leading manufacturers of silicas for low-rolling-resistance and fuel-saving tires. Up to 20% of a car's fuel consumption is used to just overcome tire resistance. The tire industry has a major interest in reducing this rolling resistance, and this is where our high-quality precipitated silicas come in. They do more than just improve rolling resistance, they also enhance wet grip. In doing so, they shorten braking distances by several meters, which contributes to driving safety.

Production of silica does not depend on the use of petrochemicals, and this makes it a good fit for Evonik's sustainability business strategy.

Demand for precipitated silica is high in the tire industry — and the North American market is no exception. We've responded to this market development by building a new production plant: Evonik has invested \$120 million into a facility located in the US Southwest, creating 40 new jobs in the process. The deciding factor in choosing to invest in this site was the close proximity to our key customers in the tire industry.

**Combining customer requirements with resource conservation**

We will soon be bringing a tailored solution to the US: Production of Evonik's newly developed silica ULTRASIL® 7800 GR is due to start soon in South Carolina. Thanks to its greater specific surface



Dr. Bernhard Schäfer  
Senior Vice President, Rubber Silica at Evonik Industries AG  
www.evonik.com

*Dr. Bernhard Schäfer studied mechanical engineering at RWTH Aachen University. After completing his doctorate, he began his career working as head of the extrusion pilot plant at Evonik Röhm in Weiterstadt. He went on to hold other leadership positions, including head of the Construction & Mobility Product Line, and spent some time working in the US. In 2016, Schäfer became Senior Vice President of the Rubber Silica Product Line in Evonik's Resource Efficiency Segment.*

area, this new silica reinforces tire tread compounds by increasing stiffness while remaining easy to process. This makes it especially well suited for large tires, such as those used for SUVs — a type of vehicle that dominates the US market, which is the world's largest.

**Production of silica does not depend on the use of petrochemicals**

All in all, the US offers us an attractive market with an investment-friendly environment and allows us to remain close to our customers who have a strong interest in solutions that conserve resources.

# Merkur: A rising star in offshore wind farms

Filled with rows of giant gray-and-red wind turbine nacelles, the huge parking lot behind GE's wind turbine factory in Saint-Nazaire, France, looked like a base for AT-AT walkers from Star Wars.



DR. WOLFGANG DIERKER, GENERAL ELECTRIC

Dr. Wolfgang Dierker

Managing Director of General Electric Deutschland Holding GmbH

www.ge.com

Dr. Wolfgang Dierker is Managing Director of General Electric Deutschland Holding GmbH and has been National Executive and Director of Government Affairs and Policy for GE Digital Europe since 2010. Previously, he had worked as Director of Government Affairs at Hewlett-Packard for six years and was considered one of the most influential computer-industry lobbyists in Berlin.

Dierker also serves as Policy Coordination Committee Chair at AmCham Germany and is a member of the AmCham Germany Board of Directors.

These massive structures rise 10 meters from the ground and shelter the generator and other parts of GE's Haliade offshore wind turbines from the elements. But the steel behemoths, all 66 of them, are now gone. Perched 100 meters above the North Sea, the machines will soon power Merkur, one of Germany's largest offshore wind farms, located some 35 kilometers from the sandy beaches of Borkum Island. Each of the turbines has a rotor that spans 150 meters in diameter and has the capacity to generate 6 megawatts. GE installed the last of them on Sept. 14, 2018.

## Offshore wind as important part of Energiewende

When the 400-megawatt Merkur comes online, it could generate up to 1,750 gigawatt-hours annually — enough to supply 500,000 German homes with renewable electricity. Germany aims to generate 65% of all electricity from renewable sources by 2030, and the offshore wind farm is part of this transition.

GE Renewable Energy designed and built the GE Haliade 150-6MW, and the turbines use huge blades manufactured by another GE company, LM Wind Power in Castellon, Spain. Five of the same turbines are already working at America's first offshore wind farm near Block Island, Rhode Island.

## The world's largest wind turbine

While the Haliade 150-6MW is gigantic in its own right, GE and LM Wind Power engineers are already working on the next design. The Haliade-X 12MW will be the world's largest and most powerful wind turbine. Just one 12-megawatt turbine will be capable of powering the equivalent of 16,000 European homes.

Built to work in waters as deep as 50 meters, the Haliade-X's record-breaking rotor will span 220 meters in diameter with three 107-meter blades. Its total height above sea level will be around 260 meters — higher than the MesseTurm in Frankfurt am Main.

Currently, the biggest challenge for energy transition is acceptance within society. The visibility of onshore wind turbines plays a major role here and that is the decisive difference with offshore: Even when windmills are 260 meters high, as long as they stand 35 kilometers away from the coast, no one will be bothered.

Photo credit: Portrait: Katja Bilo; Windpark © GE Renewables Energy

# No brand is an island

Fashion companies help tackle the environmental challenges the world faces today. But the biggest gains can be made if brands work together and join their peers to set industry-wide standards and best practices on a global scale.



KAROL TREJO, PUMA

Clothing and shoes are an essential part of our lives. Not only do they cover basic needs such as protection and comfort, they are also an expression of people's identity. The fashion industry is a significant sector of the global economy. Over 80 billion items of clothing are consumed across the world every year. The industry represents over \$1.3 trillion in sales and employs millions of people, most of them women in developing countries.

The long value chains linked to the fashion industry are resource intensive. This process starts with the production of fibers such as cotton or polyester; proceeds to manufacturing, which includes, for instance, leather tanning or fabric dyeing; and continues to the point when consumers wash their clothes at home or dispose of them (landfill or incineration). The World Wildlife Fund estimates that it takes around 2,700 liters of water to produce one cotton t-shirt. That is enough water to supply one person for almost three years. The carbon footprint of a single t-shirt amounts to 3 kilograms of carbon dioxide.

With alarming scientific reports being published and the signs of climate change already visible today, fighting climate change is one of the most relevant topics on the corporate agenda. The United Nations estimates that the fashion industry is responsible for 10% of global greenhouse gas emissions. The magnitude of the challenge requires the industry to come together and create systemic change. Sustainability strategies must be aligned with a broader vision and commitment. One example is the Science-Based Targets initiative, which

aims to evenly share the global carbon budget among industries and companies to limit global warming to well below 2 degrees Celsius and keep them in line with the targets set in the Paris Agreement.

Fashion brands are increasingly partnering with their peers to generate the leverage needed for systemic change. Over the last five years there has been an increasing number of projects focused on resource efficiency and access to renewable energy in the supply chain. These projects profit from joint implementation and shared resources. PUMA has actively engaged with its suppliers, peers and international organizations on such projects. The results show that energy- and water-saving measures result in direct financial benefits and reduced carbon emissions. Examples of these projects include the SAVE program funded by the German Development Bank (DEG), the Vietnam Improvement Program (VIP) and the Partnership for Cleaner Textile (PaCT) in Bangladesh, which is funded by the International Finance Corporation (IFC), as well as the Clean by Design program initiated by US-based NGO Natural Resource Defense Council.

There is the need and the opportunity to facilitate sustainable business models that lead to more efficient processes and a significant reduction in energy, water and carbon emissions. Existing environmental and social challenges within the fashion industry represent a great opportunity to support the achievement of the United Nations Sustainable Development Goals — if the industry continues to join forces and realizes such opportunities together.

Karol Trejo

Manager, Corporate Sustainability  
www.puma.com

Karol Trejo is a professional in corporate and supply-chain sustainability with 15 years of experience addressing social and environmental issues. She joined PUMA in 2008, specializing in the footwear and textile industry in the EMEA region. In her current role, Trejo manages cross-functional activities and projects for topics related to climate change, human rights and vendor compliance.

Karol Trejo holds a degree in industrial engineering from the Tecnológico de Monterrey, Mexico and an MSc. from the University of Freiburg, Germany.

Photo credit: PUMA

# Climate protection as growth engine in Germany

Investments in renewable energy sources, new power plants, energy efficiency and smart mobility concepts present more opportunities than risks.



PROF. CLAUDIA KEMFERT, DIW BERLIN



Prof. Claudia Kemfert  
Head of the Department of Energy, Transportation and Environment at the DIW Berlin  
[www.diw.de](http://www.diw.de)

Prof. Claudia Kemfert heads the Department of Energy, Transportation and Environment at the German Institute for Economic Research (DIW Berlin) and is Professor for Energy Economics and Sustainability at the Hertie School of Governance (HSoG).

These past months, many of us have experienced how weather conditions have become unpredictable and extreme — be it in the form of sweltering heat or heavy rains. With climate change emerging as an increasingly tangible reality, it is essential for developed economies to radically reduce emissions and replace fossil fuels with alternative energy sources. Fossil fuels such as oil, gas and coal, which emit greenhouse gases responsible for global warming, fulfill some 80% of global energy demand — and this trend is rising. Fast-growing economies such as China, Russia and India have an insatiable appetite for energy. In many countries, fossil fuel consumption is subsidized, which often leads to energy being wasted.

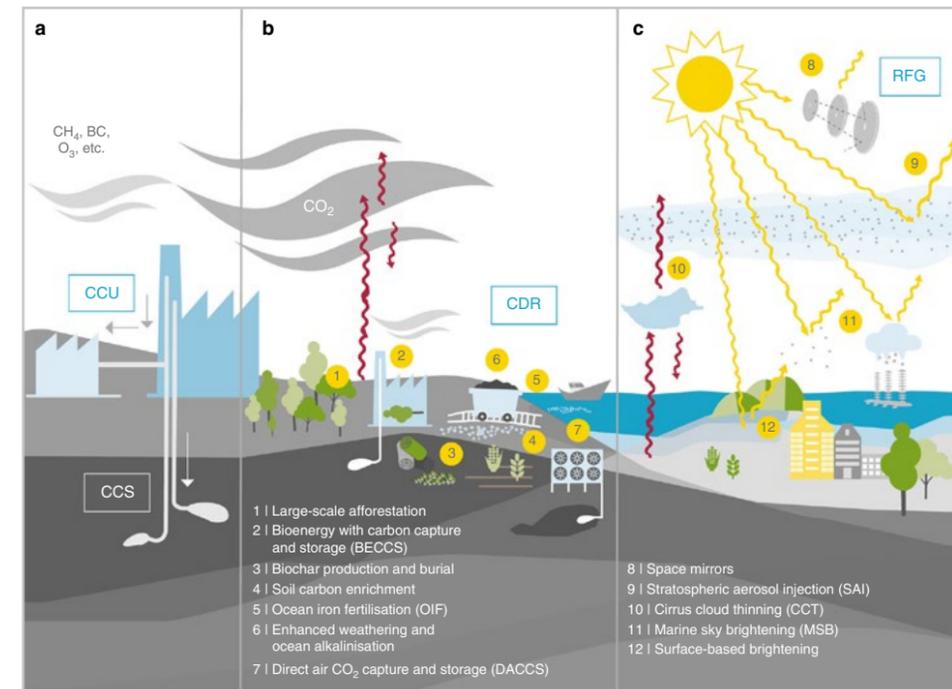
## More investments in renewables than in fossil fuels

The energy transition “made in Germany” is an important pillar of global climate policy. Germany has considerably reduced emissions in the power sector through the expansion of renewables. Because it still relies heavily on coal, the country

will, however, likely miss its self-imposed 2020 climate target and additional measures, such as a carbon tax and a structured fossil-fuel phaseout, are required. Germany also has not done enough in the area of sustainable mobility. Still, the *Energiewende* is setting an important precedent: The rising demand from Germany and associated economies of scale have caused the costs of renewable energies to drop worldwide. Investments in renewables now surpass those in fossil fuels.

A smart energy transition could also become an engine for economic growth. Massive investment — in renewable energy sources, new power plants, energy efficiency, and sustainable buildings and mobility — will generate added value and jobs. The German economy is in a better position than any other to profit from the boom primarily because of the traditional strength of its manufacturing sector. Studies have identified the potential to create several hundred thousand “energy transition” jobs in Germany alone. A smart energy transition undoubtedly presents more economic opportunities than risks, and Germany can continue to be a role model for sustainable energy transition in the world.

Photo credit: Astrid Eckert



# Climate geoengineering

Does it have a significant potential to limit climate change over the coming decades?



PROF. MARK G. LAWRENCE, IASS

Discussions are intensifying around proposals for “climate geoengineering” approaches that could possibly supplement mitigation and adaptation to help reduce the extent of climate change and its impacts. Two main approaches are being considered: one, actively removing CO<sub>2</sub> from the atmosphere, for example through massive afforestation or chemically capturing CO<sub>2</sub> from the air and storing it underground; and two, cooling Earth by other means, such as injecting particles into the atmosphere to increase the amount of sunlight reflected back into space.

## Can climate geoengineering keep us below the threshold of 2 degrees Celsius?

The proposed techniques are being investigated in theoretical, computer-model, laboratory and field studies, and some small industries are developing around technologies for CO<sub>2</sub> removal. Furthermore, substantial amounts of CO<sub>2</sub> removal are already being assumed in the vast majority of future scenarios that limit global warming to below 2 degrees Celsius. However, none of these techniques exist yet at anywhere near the huge scale that would be needed to significantly limit climate change.

Photo credit: Graphic IASS; Lantte Ostermann/IASS

Based on a recent review of the scientific literature that I conducted with an international team of researchers, we have concluded that some climate geoengineering techniques, especially for removing CO<sub>2</sub>, may become very important in the second half of the century. However, investigating, testing and developing any of the techniques on a climate-relevant scale would take considerable time. So would the development of adequate international agreements and governance mechanisms to limit conflicts that might arise over implementing any techniques. As a result, climate geoengineering cannot be relied on as a silver bullet to help significantly limit global warming over the next several decades.

## The way forward?

The worldwide mitigation efforts reflected in the Nationally Determined Contributions (NDCs) under the Paris Agreement framework would likely lead to a global warming that exceeds 2 degrees Celsius already by about 2050. This means the only reliable way to attain a high probability of limiting global warming to well below 2 degrees Celsius would require considerably increasing mitigation efforts and starting much sooner to implement them than is currently outlined in the NDCs.

Prof. Mark G. Lawrence  
Scientific director at the Institute for Advanced Sustainability Studies (IASS), Potsdam  
[www.iass-potsdam.de](http://www.iass-potsdam.de)

Prof. Mark Lawrence is an atmospheric scientist who is author or coauthor of over 130 peer-reviewed scientific publications. He has participated in and led several international projects and committees, including currently serving as cochair of the International Global Atmospheric Chemistry Project.

# North Rhine-Westphalia – Pacemaker in Germany’s energy transformation

*North Rhine-Westphalia (NRW), Germany’s most important economic region, is significantly contributing to the country’s changeover from fossil energy sources to renewable energies. Here, research and industry are jointly looking for new solutions to the challenges of the energy transition.*

**N**RW is Europe’s most important energy region. Around 27% of Germany’s electricity is produced here and 26% consumed – more than in any other federal state. A full 100% of German coal and 53% of German lignite is mined here, giving NRW a special responsibility to find solutions for future energy supplies. NRW’s broad expertise in energy technology has grown and now mainly focuses on the research, development and use of renewable energies.

## **NRW.INVEST accompanies the settlement process**

*The state-owned economic development agency NRW.INVEST conducts international marketing for Germany’s No. 1 investment location, North Rhine-Westphalia. In doing so, it campaigns worldwide for foreign direct investments for NRW. Besides subsidiaries in Japan and the US, NRW.INVEST operates branch offices in China, India, Israel, Korea, Poland, Russia, Turkey and the UK. Through its international representatives and from its head office in Düsseldorf, NRW.INVEST supports companies with investment projects and a business presence in NRW.*

[www.nrwinvest.com](http://www.nrwinvest.com)

With around 120 institutes at more than 30 universities as well as about 20 nonuniversity research institutions, NRW is home to a dense network of research institutes as well as to numerous companies offering innovative energy products and services for increasing energy efficiency and utilizing renewable energies. Facilities such as the Forschungszentrum Jülich, the German Aerospace Center in Cologne and the MEET competence center on

battery research (Münster Electrochemical Energy Technology) conduct internationally renowned top-level research. Moreover, well-established networks of the cluster EnergyResearch.NRW and the EnergyAgency.NRW offer excellent opportunities for cooperation and exchange. In this way, research and industry alike benefit from this dynamic environment.

## **Enabling future energy technologies**

Many globally operating companies in the energy industry, including German corporations such as E.ON, innogy, RWE and Evonik as well

international companies such as Hitachi Power Europe, have already come to appreciate the outstanding knowledge providers in NRW.

For instance, the Helmholtz Institute for Ionics in Energy Storage in Münster is addressing the key issue of how to store electric power in large quantities over long periods within compact dimensions. The institute has decided to concentrate its efforts on electrolytes, the most important component of any battery. NRW is also conducting research into smart electric power utilization. The utility company RWE is involved in various projects centering on smart grids, smart meters and integrated home automation.

NRW is also setting standards in the field of solar technology. For example, TÜV Rheinland operates the most modern testing center for solar modules in the world. Nearly all manufacturers of solar modules worldwide use the system to test their products for durability and efficiency according to the standards developed here. In addition, Germany’s first-ever solar trail recently opened near Cologne. The 90-meter-long test bike path is paved with 150 solar modules that will feed about 12,000 kilowatt hours per year into the local power grid – about as much as four families of four people consume in one year.

## **New energy for smart mobility**

Electromobility is seen as a cross-sectional technology of the energy system of the future. As one of the most densely populated metropolitan regions in the world, NRW offers ideal conditions for combining the development and use of renewable energies with new mobility concepts for millions of people. Here, numerous institutes and research-based companies are working on the electromobility infrastructure, network expansion as well



ADVERTORIAL

as questions concerning battery technology and new vehicle concepts.

Electrical grids, for example, are the focus of the Institute for Energy Systems, Energy Efficiency and Energy Economics (iE3) at the Technical University of Dortmund. As a competence center for infrastructure and networks, it coordinates a large number of projects concerning future energy science issues. Flexible electrical transport and distribution networks, the system integration of renewable energy sources, the efficient use of energy as well as the electricity industry and markets are research areas covered by the institute. Moreover, North Rhine-Westphalian companies such as Mennekes, Harting and Phoenix Contact are developing charging point technology and the transmission of electricity and data.

As a competence center for smart mobility in Germany, NRW is keen on promoting clean energy solutions. The latest vision includes the establishment of Germany’s first Smart Mobility Campus focusing on new mobility, renewable energies, and sustainable production and cycles. Possible users of the campus include battery and EV producers, relevant supply companies, and R&D institutes as well as incubators and accelerators to encourage a vibrant startup scene. Renewable energy plays a central role in the concept: The energy infrastructure of the campus intends to center on

photovoltaic systems and wind energy. Therefore, onsite manufacturing companies could participate in a world-class ecosystem of green energy.

## **Germany’s investment location No. 1**

But NRW has even more to offer than innovative technology clusters and excellent research facilities: The state is the most popular location in Germany for international investors. Around 20,000 foreign companies are already based here. For many years, the US has been a top investor country and job engine for NRW. Almost 1,700 US companies employing more than 193,000 people have settled here. They include such global players as 3M, Amazon, FedEx, Ford, Johnson Controls, Medline, QVC and UPS. Among their activities, Ford has, for instance, recently expanded its production facilities in Cologne and operates its only research center outside the US in NRW. With regard to energy systems, 3M, for example, develops solutions in the areas of ePowertrain and Battery Solutions at its Neuss location as part of electrification efforts in the automotive industry. All these companies not only appreciate the close collaboration between industry and research, they also value the excellent infrastructure in NRW. Thanks to its dense network of airports, waterways, railways and roads, it provides fast routes to sales and procurement markets in Europe and the rest of the world.

Your contact:



Petra Wassner

**CEO  
NRW.INVEST GmbH  
Economic Development  
Agency of the German State  
of North Rhine-Westphalia  
Völklinger Str. 4  
40219 Düsseldorf  
Phone +49 211 13000-0  
Email [nrw@nrwinvest.com](mailto:nrw@nrwinvest.com)**

# Transatlantic business: Trade missions keep the dialogue going

AN INTERVIEW WITH PHIL MURPHY,  
GOVERNOR OF NEW JERSEY, CONDUCTED  
BY COMMERCE GERMANY

## About

*Phil Murphy earned a graduate degree at the Wharton School at the University of Pennsylvania and started his career at the bottom, working his way up to help lead a major international business by learning how economies grow and create jobs.*

*In 2009, Murphy answered former President Barack Obama's call to service and became the US ambassador to Germany after confirmation by the US Senate. After returning home in 2013, Murphy and his wife, Tammy Murphy, founded New Start New Jersey as a "think and do" organization to rebuild the state's economy from the middle class out.*

*As governor, Murphy's goal is to make New Jersey more fair and just for all residents. His vision is to grow the middle class and jump-start the state's economy by targeting investments in people and infrastructure, reclaiming New Jersey's mantle as a center of the STEM and innovation economies, protecting working families by raising the minimum wage and expanding earned sick leave for all, and protecting the middle class with real tax fairness.*

## Why did your first trade mission take you to Germany? What are its goals and which industries are you focusing on?

The German–New Jersey relationship provides nearly \$8 billion in annual shared economic benefit. Germany is among the most important trade partners for New Jersey, and foreign direct investment by German companies has resulted in the employment of more than 25,000 New Jersey residents and many more in indirect downstream positions. Strengthening this relationship is vital to our state's economic future. My focus is on bringing advanced technological industries to New Jersey, from the life sciences to advanced manufacturing to internet startups to offshore wind energy. These are industries that are really humming in Germany, and which, I believe, can find a home for growth in New Jersey.

## Why is New Jersey an attractive investment location for German companies? And what aspects about Germany could be interesting for New Jersey companies?

New Jersey has everything for a German company looking to expand. We are home to one of the United States' most educated workforces — nearly 40% of our workforce holds a college degree, and we have the greatest concentration of scientists and engineers per square mile in the world. We have our location next door to New York, home to one of America's busiest ports and largest international airports, and we have nearly one-sixth of American consumers within a day's drive. We are home to some of the world's leading research colleges and universities — Princeton and Rutgers — among 61 other institutions of higher education looking to create new partnerships. And we have a new attitude that is focused on creating an innovation-driven, diverse economy. I think Germany would be a smart bet for New Jersey companies looking to expand because it has many of the same attributes — a focus on creating a skilled workforce, strong transportation infrastructure and a forward-looking economic vision.

## Governor Murphy, how does it feel to be back in Germany again?

Germany has played an important role in my life and my family's life. My wife, Tammy, and I spent four years living here during my career in business; and with our four children we spent four years in Berlin when I served as US ambassador. This is a wonderful and historic country filled with great people. There are so many new innovations coming out of Germany that I look to adapt in my home state of New Jersey. And, of course, Tammy and I have many friends here. It's always a thrill to reconnect with everything that's exciting about this country.

## You worked in Germany for several years.

### How do you assess the economic development of Germany over the past few years?

The German economy gives us so many ideas for how we can strengthen the American economy, and that's why I'm particularly excited to have made Germany my first stop on my first foreign economic mission. First of all, the German model for apprenticeships and workforce development is among the best, if not the standard, for the world. The focus on advanced manufacturing and the innovative ways in which technology have been used are exciting. And Germany is showing the way for how a modern economy can grow through the power of wind energy technology — this is one area in which there is great opportunity given New Jersey's advantageous location in the mid-Atlantic region.

## How can trade missions help to influence the transatlantic partnership?

Nothing beats sitting across a table face-to-face. With all that's going on between our nation's respective political leaders, our transatlantic partnership, based on 70 years of direct economic partnership, and economic missions like the one I've taken are vital to ensuring that partnership continues. These are the most direct ways for us, in the US, to reassure our German friends and partners that, despite what you may hear from Washington, DC, there are many of us around the country who continue to look at international partnership as vital to our shared economic and societal goals.

## What will be the challenges for transatlantic business in the coming years?

The biggest short-term challenge for transatlantic business will be overcoming the current political climate, with its resurgence of nationalistic politics that views international cooperation as a threat instead of a tremendous advantage with employment of millions of people across borders. Keeping these vital lanes of trade and other forms of cooperation — economic, cultural and educational — open will be a critical challenge.

## You are very committed to soccer. How can the 2026 FIFA World Cup and sports in general help to improve transatlantic relations?

There's no doubt that we love our sports in America — and I'm no exception. I'm a huge fan of baseball, basketball, hockey, and American football. But even in the US, soccer is the fastest-growing sport among children, and the professional game continues to improve greatly year over year. It's a great point of connectivity for us with the international community. Sports transcend all barriers of language, education, societal status, and on and on — all that matters is the effort one puts on the field. It's a great leveler. And, in terms of transatlantic relations, sports allow us to see the best in each other — from the American basketball players in Europe to the European players in American hockey and soccer. Granted, while I put my money on Germany to win the World Cup this year, in 2026 I will obviously be betting on the US.



# Midterm elections' results:

A divided country, a deeper gridlock



GUEST ARTICLE  
BY JAMIE FLY

**M**any observers, both domestic and foreign, probably hoped that the 2018 midterm elections would mark the beginning of the end of the Trump era. By that logic, America is now two years and one presidential election away from a return to normalcy.

Yet the results indicate that there may never be a return to “normalcy” in American politics. Although Democrats did make significant gains in the House, their success was on par with historical gains in a midterm election for the party that does not control the White House. While many Americans went to the polls to express their frustration with Donald Trump, the president showed he could also deliver his base even when he is not on the ballot. Nationwide, voter turnout hit a 50-year high for a nonpresidential election year.

### The next two years

Despite discussion of areas of common ground between the president and House Democrats on issues such as infrastructure spending, significant bipartisan cooperation between now and 2020 is unlikely.

The 2020 Democratic presidential primary is already underway. Several likely candidates are members of Congress, and cooperation with the president is unlikely to be appreciated by an angry base, many of whom deem the president illegitimate and are desperate for impeachment.

A more likely scenario is deeper gridlock. Under Republican leadership, the House of Representatives constantly feuded with former President Barack Obama. Keeping the government open became a perpetual challenge. President Trump might decide that forcing a confrontation with recalcitrant Democrats over an issue like funding his border wall or some other campaign pledge serves his interests. Democrats could make the same calculation in response to a controversial executive action by Trump related to immigration or another divisive topic.

Looming over the election results is the broader challenge for Democrats of deciding what their positive governing agenda is. Most of the discussion since election night has focused on investigations of supposed mismanagement and corruption within the Trump administration. There has been little discussion of what bills Democrats can pass, even if dead on arrival in the Senate, to show they are a party that represents more than anti-Trumpism.

Because of the geographic concentration of many Democratic voters on the coasts and in urban centers, to win back control of the Senate and to have a better chance of winning the White House in 2020, Democrats will need to win in some of the states that appear to be becoming more conservative in the Trump area, and that will mean winning back at least some white, working-class men.

### Implications for America's allies

Although it may be difficult to imagine, American politics will be even more inwardly focused and divided over the next two years. Foreign policy played little to no role in the 2018 midterm elections. Democrats frequently criticize President Trump's handling of international affairs and alliances, but there is little evidence that this message resonates with voters.

Democrats may attempt to use their new power in the House of Representatives to conduct oversight of the Trump administration's foreign policy, but their constitutional powers in the House are limited in this area. In some key areas that will impact the transatlantic relationship, such as trade, many Democrats are just as skeptical as the president about the utility of free trade. Democratic support for President Trump's renegotiated trade agreements is not a given.

### Democrats discuss little on what bills they can pass to show they are a party that represents more than anti-Trumpism

As President Trump's first post-midterms international trip to Europe showed, the rest of the world is likely to continue to experience a defiant American president interested in operating on his own terms and not cowed by the defiant messaging of allies regarding his nationalist policies.

If the worst predictions about the lack of comity between the Democratic House and the Trump administration come to pass, the net result is likely to be an America that remains divided and distracted. After 10 years of presidents from both parties promising “nation building at home” rather than overseas adventures, the international consequences are beginning to accumulate. Meanwhile, Europe appears unable to assume the true mantle of leadership, despite aspirational speeches to the contrary.

Instead of the rhetorical gamesmanship flying across the Atlantic, both Democrats and Republicans would benefit from a serious transatlantic conversation about how advanced societies are going to equip their citizenry for the transformations of the decades to come at a moment when many of them are feeling left behind. That challenge, increasingly clear from recent American and European election results, should unite Americans of all political stripes and Europeans alike.



Jamie Fly

is a Senior Fellow and Director of the Future of Geopolitics Program at the German Marshall Fund (GMF) of the US. He previously served as foreign policy adviser to Senator Marco Rubio (R-FL).

Photo credit: lightwise/123rf



# Digitalization: Only common regulations will work

In October, we continued our well-established tradition of spending a week in the US with members of the German Parliament and representatives from tech companies to discuss current technological developments, tech policy, digital innovation, transatlantic relations and the bigger political picture, including the US midterm elections.

## The challenges of digitalization are as relevant in the US as in Germany and Europe

The visit provided our participants with a behind-the-scenes glimpse into US tech companies, thereby offering inspiration for opportunities for transatlantic cooperation. Our delegation met with political decisionmakers; German Ambassador to the US Emily Haber; representatives of think tanks such as the German Marshall Fund, the Atlantic Council and the Heritage Foundation; and, of course, high-level representatives from our tech member companies, who gave us great insights into the current state of affairs on many issues concerning digital transformation.

Our meetings focused on the future of digital markets on both sides of the Atlantic and how to create a sustainable, focused and feasible regulatory framework for the digital economy. We talked about the necessity to coordinate the regulatory frameworks between the US and the EU for the digital economies to thrive in both areas. Also at the core of the meetings was the intention to strengthen trust and transparency and to foster digital resilience in order to counter disinformation in the digital age.

Insights into the co-innovation lab and the digital boardroom were provided to our group at SAP in Palo Alto, California.

The group also debated US as well as German and European approaches to cybersecurity with experts from the US Department of Homeland Security, including Assistant Secretary of Cybersecurity and Communications Jeannette Manfra, as well as specialists from the Homeland Security Committee in the House of Representatives and from the US Chamber of Commerce. An important result that we took away from the discussions was that national approaches do not reach far enough and that streamlining should be improved to achieve a common European and US approach.

The challenges of digitalization are as relevant in the US as they are in Germany and Europe; therefore, reliable guidelines are required for everyone. Our talks revealed that the US is willing to take the European approach to data protection into greater account; European plans for taxing digital companies are, however, viewed much more critically. The EU-US Privacy Shield was reviewed by the US Department of Commerce and regarded as an effective and functioning mechanism for transatlantic data exchange.



Photo credit: AmCham Germany

we inform you about AmCham Germany's advocacy work. As the voice of transatlantic business, we're committed to having an open ear for our members and conveying their interests to relevant political leaders, think tank members and other stakeholders in Germany, Europe and the US. Strong transatlantic ties are the guiding principle of our policy committees, which are an important pillar of the Chamber's portfolio.



## TELECOMMUNICATIONS, INTERNET AND MEDIA COMMITTEE

At Facebook in Menlo Park, California, the group discussed the future of innovation (above picture). By citing impressive statistics, the participants learned how closely Germany is linked to the rest of the world. AmCham Germany left its mark not only during lively discussions, but also on the large wall of visitors (picture to the left).



We discussed cybersecurity at the US Chamber of Commerce in Washington, DC, with (from left): Sebastian Hufnagel, Dell; Doug Howard, RSA, a Dell Company; Jeannette Manfra, US Department of Homeland Security; Christopher Roberti, US Chamber of Commerce; and Brendan P. Shields, US House of Representatives.

While the digital transformation poses new challenges for all industrial and economic sectors and society as a whole, it also offers great opportunities for innovation and growth. To realize the full potential of digitalization for the transatlantic economy, it's essential for us to remain in a solutions-oriented dialogue with the US.

Following a series of meetings with German expats and experts in Silicon Valley, our delegation left the US with fresh insights into the region's culture and spirit of innovation. Many encouraging discussions on the ethical and responsible use of artificial intelligence, the future of work, the data economy, data protection, cloud services, platform economics and innovative technologies such as 3-D printing and the Internet of Things rounded out the program.



## LEADERSHIP VISIT

# The importance of transatlantic business diplomacy

Meeting with German Ambassador to the US Emily Haber (middle) in September: Torsten Oltmanns, Roland Berger, AmCham Germany Berlin-Brandenburg Chapter Chair; Han Steutel, Bristol-Myers Squibb, AmCham Germany Board of Directors; Frank Sportolari, UPS, AmCham Germany President; and Eveline Metzen, AmCham Germany General Manager.

## WHEN THE TRANSATLANTIC RELATIONSHIP CAN NO LONGER BE TAKEN FOR GRANTED, IT IS MORE IMPORTANT THAN EVER THAT WE MAKE OUR VOICE HEARD

It was an honor to chair our annual Leadership Visit to Washington, DC, for the first time this year as President of AmCham Germany. Over a period of two and a half days, our delegation of German business leaders met with representatives from the US administration, Congress, think tanks and the media to discuss transatlantic business relations. The highlight of our trip was our meeting with US Secretary of Commerce Wilbur Ross.

### Talking about trade

Before we went into the meetings with our American partners, we were briefed by German Ambassador to the US Emily Haber and German journalists based in Washington, DC. Since the window of opportunity was (and still is as I am writing this article) open for constructive trade negotiations between the EU and the US, we placed the focus on exactly that issue. And we couldn't have met with better and more appropriate decision-makers for this matter, among them: Clete Willems, the Acting Deputy Director for International Policy at the National Economic Council in the White House, and Jeffrey Gerrish, Deputy US Trade Representative for Asia,

Europe and the Middle East, as well as David O'Sullivan, EU Ambassador to the US. We also talked about transatlantic business opportunities and best practices more broadly (with regard to workforce qualifications and education, for example) and made a point to address the topic of energy security and sanctions as well (with, among others, Sigal Mandelker, Acting US Deputy Secretary of the Treasury).

### Decreasing presence of German industry representatives in the US

In the meetings, our partners expressed their appreciation for and interest in German-American cooperation and in our delegation, noting on more than one occasion that the presence of industry representatives from Germany is welcome and needed but has decreased in recent years. We find this observation to be deeply concerning: At a time when the transatlantic relationship can no longer be taken for granted, it is more important than ever that we are present in the US and make our voice heard on both the national and state levels. Incidentally, this is AmCham Germany's motto: the voice of transatlantic business.

Meeting US Secretary of Commerce Wilbur Ross — the highlight of our delegation trip (below left). Thomas Donohue, President and CEO, US Chamber of Commerce, was among the important representatives, who took time to speak to AmCham Germany delegation members during the trip (below right).



ARTICLE BY FRANK SPORTOLARI, AMCHAM GERMANY PRESIDENT

Our takeaway from the conversations in Washington, DC, is that while there may be differences in assessing the current state of trade relations there is a mutual interest in coming to an agreement to reduce tariffs and, more importantly, eliminate nontariff barriers to trade. There is consensus that a lot of progress was made in the TTIP negotiations and that it would be possible to take the chapters completed or close to completion in 2016 as the basis for new sector-based agreements rather than attempting another comprehensive accord. Some fundamental differences remain — for example, whether or not agriculture should be included in the discussions. This makes it even more important that we articulate our arguments and communicate the many ways in which German companies in the US contribute to the success of the US economy.

### Leadership Visits show how interconnected our economies are

Two other issues were also the focus of discussions, and the US position on them was made clear to us: First, there is bipartisan concern about Germany's perceived dependence on Russian energy supplies; second, there is broad sentiment in favor of the newly imposed Iran sanctions and there will be no tolerance for violations. While neither of these issues is transatlantic, they are both very relevant to many of our members and present an area of potential conflict with the US.

One of our main goals as an association is to provide a platform from which both German and American industries can impact the agendas and platforms of politicians in Germany and the US. We want to make sure that our members can express their concerns with current policies and help offer constructive solutions to today's challenges. AmCham Germany's policy committees do a great job of accomplishing this task in Germany. The Leadership Visit is our opportunity to foster dialogue with decisionmakers in Washington, DC, and present our viewpoint and arguments to those who shape American politics as well as to show how interconnected our economies and industries are.

As we continue advocating for our members on both sides of the Atlantic and raising AmCham Germany's profile in the US, I want to encourage you and your companies to join us in this mission by telling us your companies' concerns so we can pass these on to decisionmakers in the US. Your active support of our Leadership Visits to the US through tapping your US networks on our behalf as well as your active participation in these trips breathe life into this work. American politicians are accustomed to meeting with business leaders. We look forward to more members getting involved in this aspect of our work and helping us represent our member's interests in the US.

## Political voices from Germany

### > What significance does LNG have for the switch to a climate-friendly and sustainable transport system in regard to the 2030 climate targets?



“ **CO<sub>2</sub> emissions in the transport sector** are far above limits for any path to climate protection. Changing to LNG is not a suitable response to this. LNG extends dependence on fossil fuels and scarcely represents any significant reduction in greenhouse gas, as indicated by a current report from the organization Transport & Environment. Only clean and climate-friendly technologies have a future. Increased energy efficiency, transport reductions with the help of intelligent logistics, and a move to renewable sources of energy is the correct course for a sustainable transport industry. ”

**Julia Verlinden, Alliance '90/The Greens**  
Member of the German Parliament  
Spokesperson for energy policy for the Alliance '90/The Greens Parliamentary Group in the Bundestag



“ **Low-emission fuels** such as LNG and, in particular, renewable LNG from power fuels are urgently needed to meet the transportation sector's climate targets. Vehicles powered by LNG emit significantly less noise, particulate matter and nitrogen oxides. Compared with diesel, LNG reduces sulfur oxide and particulate emissions by almost 100%, nitrogen oxide emissions by 80% to 90%, and CO<sub>2</sub> emissions by up to 15%. Ultimately, LNG could be the enabler of sustainable low-emission mobility — starting tomorrow with ships and trucks and becoming renewable in the future. ”

**Mark Helfrich, CDU**  
Member of the German Parliament  
Member of the Committee on Economic Affairs and Energy

Photo credit: Sandra König, Steven Vangermain

# 3 Questions for Adel Al-Saleh

Member of the Board of Management at Deutsche Telekom AG and CEO of T-Systems

*On Jan. 1, 2018, Adel Al-Saleh joined the Board of Management at Deutsche Telekom AG and assumed the role of CEO at T-Systems. Before that, he worked at IBM as Vice President and General Manager, Sales and Industries, IBM Northeast Europe Integrated Operating Team, and was responsible for IBM sales across all industries and products. Al-Sadeh is a member of the AmCham Germany Board of Directors.*

Photo credit: Deutsche Telekom AG

## 1 In your opinion, what makes Germany such an attractive investment location for US companies?

Germany is the third largest market in the world. Driven by its strong industrialization, Germany has become a global player in technological innovations and digitalization. For instance, when speaking about the Industrial Internet, Germany is certainly ahead of the curve with investing in digital solutions for their businesses. The German government is active in enabling business growth and innovation through policy and significant investments in infrastructure. The private sector in Germany is also very active, driving investments and innovations as well as creating a vibrant ecosystem of smaller companies spread across multiple industries supported by available capital. In times of digital transformation, having the right infrastructure, policy and access to investment funds opens doors and creates an attractive investment environment.

## 2 What opportunities and challenges does the transatlantic relationship currently face?

On one hand, Germany is not only the engine of the European economy, it is also viewed as an entry point for US companies into Europe and can serve as a test laboratory for the European market. Establishing a successful presence in Germany can be leveraged to serve as a platform for the rest of Europe.

The same applies to German companies competing in the US market, where access to the largest market in the world, to innovation and collaboration with US-based companies, is a very attractive proposition. Maintaining this open, business-friendly environment is critical for future growth and success.

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

It's hard to name one favorite place in Germany. I'm a big-city person, so I really like Berlin and Munich. Both cities offer outstanding German hospitality and diversity that comes with big international cities. I also like Bonn, where I'm based. It has small-city charm with a vibrant international community.



In the US, I have to say Boston and Miami are my favorite cities. I studied in Boston, I love the youth there, access to top university talent and the New England charm. South Florida is where our home is, so Miami is always special.

# Welcome new members

FROM SEPTEMBER 2018 TO NOVEMBER 2018

**EXECUTIVE**

**BGA - Berlin Global Advisors**  
Jan Kallmorgen  
CEO  
Berlin

**Merck Finck Privatbankiers AG**  
Dr. Martin Deckert  
COO  
Munich

**CORPORATE MEMBERS**

**Ambit Deutschland GmbH**  
Michael Reischer  
CEO  
Berlin

**BaxterKrause Retained Executive Recruiters**  
Kevin Krause  
Partner  
Woodstock, GA (US)

**Crane Worldwide Germany GmbH**  
Bastian Schmidt  
Business Development Manager  
Düsseldorf

**Degussa Bank AG**  
Thomas Zimmermann  
Generalbevollmächtigter  
Frankfurt am Main

**Embry-Riddle Aeronautical GmbH**  
Sandra Williams  
Director Business Development  
Berlin

**Eurofactor GmbH**  
Jens Hoyer  
CEO  
Oberhaching

**Francotyp-Postalia Holding AG**  
Rüdiger Günther  
CEO & CFO  
Berlin

**FranklinCovey Leadership Institut GmbH**  
Christiane Lohrmann  
Head of Marketing & Communications  
Grünwald

**Laue Consult**  
Holger Laue  
Owner  
Hamburg

**MNT Arnold GmbH Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft**  
Oliver Krause  
CPA, Partner  
Wiesbaden

**OneMagnify GmbH**  
Eric Wiideman  
Managing Director, Europe  
Cologne

**SpenglerFox Limited Niederlassung Deutschland**  
Xenia Becker  
Practice Group Leader  
Frankfurt am Main

**Willy Brandt School of Public Policy University of Erfurt**  
Prof. Heike Grimm  
Director  
Erfurt

**DELEGATE MEMBERS**

**A.T. Kearney GmbH**  
Axel Erhard

**Allianz SE**  
Philip Bufe

**Arconic Fastening Systems Fairchild Fasteners Europe - VSD GmbH**  
Christine Eikermann

**Audi AG**  
Dirk Arnold

**Avaya Deutschland GmbH**  
Bernd Schäfer

**The Bank of New York Mellon**  
Katherine Starks

**Bayerische Motoren Werke AG**  
Dr. Anton Heiss

**bcw burson cohn & wolfe**  
Bärbel Hestert-Vecoli

**BNP Paribas S.A. Niederlassung Deutschland**  
Dorothee Regazzoni

**Cisco Systems GmbH**  
Detlev Kühne

**Coca-Cola GmbH**  
Michael Willeke

**Cognizant Technology Solutions GmbH**  
Andreas Golze

**Deutsche Messe AG**  
Dr. Jochen Köckler

**Dow Deutschland Inc.**  
Jana Kramer  
Bridget Sparrow

**Dürr AG**  
Bruno Welsch

**Ebner Stolz Wirtschaftsprüfer Steuerberater Rechtsanwälte Partnerschaft mbB**  
Christof Zondler

**ElringKlinger AG**  
Kirk Hinkins

**FM Global**  
Oliver Aßmuth

**Fragomen Global LLP Global Immigration Services**  
Hans Benson

**Fresenius SE & Co. KGaA**  
Tjerk Schluffer

**General Electric Deutschland Holding GmbH**  
Benjamin Winter

**Henkel AG & Co. KGaA**  
Stephan Fuesti-Molnar

**Hill+Knowlton Strategies GmbH**  
Rüdiger Maeßen

**Holtzbrinck Publishing Group**  
Julian Oei

**Infosys Ltd.**  
Jens Nullmeyer

**Janssen-Cilag GmbH**  
Dr. Dorothee Brakmann  
Markus Hardenbicker

**Johnson & Johnson Medical GmbH**  
Dr. Dirk Ghadamgahi  
Dr. Gunter Trojandt

**Korn Ferry**  
Carsten Kröhl

**KPMG AG Wirtschaftsprüfungsgesellschaft**  
Christian Schmid

**Liberty Global B.V.**  
Alexander Hermann  
Winfried Rapp

**Merck Finck Privatbankiers AG**  
Carsten Gennrich  
Daniel Sauerzapf  
Matthias Schellenberg  
Rainer Wörz

**Nike Deutschland GmbH**  
Jo Wedenigg

**Permira Beteiligungsberatung GmbH**  
Michala Rudorfer

**Radisson Blu Hotel Frankfurt**  
Claudia Autor

**redi-Group GmbH**  
Ralf Braun

**RSM GmbH Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft**  
Philipp Klett  
Sebastian Welling

**SAS Institute GmbH**  
Kai Fahlenbock  
Ralf Krebs

**Gerhard Schubert GmbH Verpackungsmaschinen**  
Hartmut Siegel

**Squire Patton Boggs**  
Horst Daniel  
Dr. Alexander P. Imberg  
Dominic U. Krohne

**Teleperformance S.à.r.l. & Co. KG**  
Ulrich Schmitt

**thyssenkrupp AG**  
Julian Willms

**UBS Europe SE**  
Christian Stahl

**Unisys Deutschland GmbH**  
Dr. Dirk Zimmermann

As a company based in Germany that has a strong footprint in the US, we value AmCham Germany as the voice of transatlantic business. Alongside its strong expertise, the Chamber's vibrant network spanning business and politics provides excellent opportunities for FP and enhances our US-Germany relationship.



**Rüdiger Andreas Günther**  
CEO & CFO  
Francotyp-Postalia Holding AG  
[www.fp-francotyp.com](http://www.fp-francotyp.com)

Understanding US international trade and investment policies is critical for BGA, a geopolitical advisory firm. AmCham Germany's network and access to decisionmakers in Washington, DC, are highly valuable to this end.



**Jan F. Kollmorgen**  
CEO  
BGA - Berlin Global Advisors  
[www.berlinglobaladvisors.com](http://www.berlinglobaladvisors.com)

**INDIVIDUAL MEMBERS**

Travis D. Coleman, Esq.  
Sharr Jakupi

## Imprint

commerce germany is the official magazine of the American Chamber of Commerce in Germany e.V. It is published for the Chamber by ACC Verlag & Services GmbH. Opinions expressed in articles are not necessarily those of the Chamber or of ACC Verlag & Services GmbH or of Leinhäuser Language Services GmbH. Contributor opinions are not necessarily shared by the editor. All members of the American Chamber of Commerce in Germany e.V. receive one free copy of the publication.

Copyright by the American Chamber of Commerce in Germany e.V.

All rights reserved. The contents of this publication may not be reproduced in whole or in part without the consent of the copyright owner.

**ACC Verlag & Services GmbH**  
Eveline Y. Metzgen  
General Manager  
Börsenplatz 13-15  
60313 Frankfurt am Main  
[www.acc-verlag.de](http://www.acc-verlag.de)

**Editorial and business offices**  
Ines Ceylan  
Daniel Hawk  
Patricia Limburg  
Anna Katharina Schneider  
Phone +49 69 929104-40  
Email [presse@amcham.de](mailto:presse@amcham.de)  
[www.amcham.de](http://www.amcham.de)

**Editorial services**  
Leinhäuser Language Services GmbH, Unterhaching

**Graphic design**  
M8 Medien GmbH, Berlin

**Printing**  
Boschen Offsetdruck GmbH  
Frankfurt am Main  
ISSN 0010-2857



**Cover photo**  
kristo74/123rf

**Advertising administration**  
Sabine Karbowy  
Phone +49 6127 9993150  
Email [skarbowy@acc-verlag.de](mailto:skarbowy@acc-verlag.de)

**Advertisers' index**  
Berlin Partner für Wirtschaft und Technologie GmbH ..... 2  
EVS Translations GmbH ..... 37  
ExxonMobil Central Europe Holding GmbH ..... 40  
McDonald's Deutschland ..... supplement  
NRW.INVEST GmbH ..... 24

Photo credit: Romanus Fuhrmann, Interel



TRANSLATION TECHNOLOGY SOLUTIONS TO POWER YOUR BUSINESS

**EVS TRANSLATIONS GMBH**  
Luisenstrasse 3  
63067 Offenbach am Main  
Fon: +49 69/82 97 99-47  
[amcham@evs-translations.com](mailto:amcham@evs-translations.com)

**EVS TRANSLATIONS INC.**  
260 Peachtree Street NW, Suite 1801  
Atlanta, GA 30303  
Fon: +1 404-523-5560  
[amcham@evs-translations.com](mailto:amcham@evs-translations.com)

[www.evs-translations.com](http://www.evs-translations.com)

WE SPEAK YOUR LANGUAGES



# Two trips to the US: How we're making your voice heard

**A**s we've said before, AmCham Germany — as the voice of transatlantic business — is committed to making the interests of our members heard on both sides of the Atlantic. That's why we traveled to the US twice this fall and spoke with numerous government representatives, including Secretary of Commerce Wilbur Ross.



As many of you told us in surveys this year, current US trade and tariff policies are creating a great deal of uncertainty. But since politics in the US is also regional, we've not only relayed these messages in Washington, DC, but at the state level, too. We've been reaching out, for example, to governors such as Eric Holcomb (Indiana) and Phil Murphy (New Jersey).

Our Leadership Visit in September gave us the chance to meet with politicians, think tank representatives and members of the media in Washington, DC, while our Telecommunications, Internet and Media (TIM) Committee trip in November with German lawmakers from the Bundestag and EU Parliament served as an opportunity to discuss the digital economy with prominent industry representatives on the East and West Coasts. Our takeaways from both trips: The US remains an attractive investment location, and Germany is an important partner for US business. But now more than ever we must work together — regardless of whether we're facing geopolitical challenges or changes caused by digitalization.

As we enter 2019, you can count on us to keep the dialogue going. We'll also be taking a look at new topics next year. Just one example is urban supply chains, which we'll focus on at both our 116<sup>th</sup> Annual Membership Meeting and in our next issue of *commerce germany*.

Until then,

**Eveline Y. Metzen**  
AmCham Germany General Manager

## In our next issue

- **Urban Supply Chain**  
The city of tomorrow in a globalized world
- The 2019 Transatlantic Business Barometer

**For more information**

Sabine Karbowy  
Phone +49 6127 9993150  
Cell phone +49 171 7579768  
skarbowy@acc-verlag.de

Barbara Böhnke  
Cell phone +49 176 66637488  
bboehnke@acc-verlag.de

**CLOSING DATE FOR ADVERTISING**

**April 11, 2019**

**PUBLISHING DATE** May 2019

# Upcoming event highlights AmCham Germany

## JANUARY

<b>16</b>	<b>22</b>	<b>24</b>
<p><b>New Year's Reception</b> Dr. Joachim Stamp</p> <p>Deputy Prime Minister of North Rhine-Westphalia DÜSSELDORF</p>  <p><i>Dr. Joachim Stamp</i></p>	<p><b>New Year's Reception</b> Richard A. Grenell</p> <p>US Ambassador to Germany STUTTGART</p>  <p><i>Richard A. Grenell</i></p>	<p><b>New Year's Reception</b> Ingo Zamperoni</p> <p>Presenter and anchor tagesthemen, ARD-aktuell HAMBURG</p>

<b>24</b>	<b>25</b>	<b>25</b>
<p><b>New Year's Reception</b> Bernhard Mattes</p> <p>President of the German Association of the Automotive Industry (VDA) ERFURT</p>  <p><i>Bernhard Mattes</i></p>	<p><b>New Year's Reception</b> Michael Kretschmer</p> <p>Minister-President of the Free State of Saxony DRESDEN</p>  <p><i>Michael Kretschmer</i></p>	<p><b>New Year's Reception</b> Dr. Dieter Kronzucker</p> <p>Publicist and journalist FRANKFURT AM MAIN</p>

## FEBRUARY

## MAY

<b>30</b>	<b>6</b>	<b>17</b>
<p><b>New Year's Reception</b> Dr. Sylvia Rothblum</p> <p>Senior Vice President of German-Speaking Territories &amp; Israel at Warner Bros. Entertainment GmbH International Television NUREMBERG</p>  <p><i>Dr. Sylvia Rothblum</i></p>	<p><b>Business Luncheon</b> Frank Dopheide</p> <p>Executive Director Handelsblatt GmbH DÜSSELDORF</p>	<p><b>Annual Membership Meeting</b> EMPORIO Hamburg HAMBURG</p> 

Illustration: Charlotte Hinzmänn

Photo credit: Land NRW/R. Sondermann; US Embassy of New York; VDA; Pawel Sosnowski; Handelsblatt; pixabay

# Sie sind klein, grün und könnten die Zukunft des Biokraftstoffs sein.

Algen sind eine erneuerbare Energiequelle. ExxonMobil erforscht ihr Potenzial als Kraftstoff mit geringeren CO<sub>2</sub>-Emissionen. Und da Algen in Salzwasser ebenso gedeihen wie auf Böden, die für Nutzpflanzen ungeeignet sind, könnte ein erfolgreicher Biokraftstoff auf Algenbasis der Welt mehr Energie liefern, ohne die globale Nahrungsmittel- und Wasserversorgung zu gefährden. Mehr dazu auf [EnergyFactor.de](http://EnergyFactor.de)

Energy lives here™

**ExxonMobil**

Mobil  Mobil 

