

Atlanta Business Day

Atlanta, March 10. Business leaders from both sides of the Atlantic came together for the Seventh Annual AmCham Germany Business Day, jointly organized with law firms BridgehouseLaw LLP and Rückel & Collegen, to deepen the already strong German-American ties and convey the great potential of transatlantic trade.

The day-long event at the Goizueta Business School of Emory University in Atlanta, Georgia, focused on family-run businesses in the US and Germany and their recipe for success. Many of them are "hidden champions" and global technology leaders in their fields of business. The meeting included a panel discussion with representatives from AGCO and Trumpf Inc. as well as other companies who shared their views on the impact of TTIP on the trade and business of family-run companies.

Following the day conference was the official kickoff of the annual US-German Internship Program (see also report on page 11). Monika Schulte, Advisory Council Chair of the AmCham Germany Internship Program and Professor of German at Piedmont College, gave students the opportunity to share the experiences they had while interning in Germany the previous summer.



ANNUAL AMCHAM GERMANY BUSINESS DAY SPEAKERS

Bill Moeller, Office of the US Trade Representative at the White House

Prof. Dr. Hermut Kormann, Zeppelin University Friedrichshafen

Martin Richenhagen, AGCO

Prof. Torsten M. Pieper, Kennesaw State University

Ulrich Zeltwanger, Zeltwanger Holding GmbH

Peter Hoecklin, Trumpf Inc.

Arndt Siepmann, Stuttgart Regional Economic Development Corporation

Stefan Euchner, Euchner GmbH & Co. KG

Michaela Schobert, German American Chamber of Commerce of the Southern US

Dr. John D. Gatto, NRW.INVEST North America

Lee C. Weingart, LNE Group

Linhard Stept, FrankfurtRheinMain Corp.

Dr. Christoph Rückel, Rückel & Collegen and BridgehouseLaw LLP

Thomas Wülfing, German Deputy Consul General

Andreas Povel, AmCham Germany