



global success days

connecting the world of innovation

INSIGHTS FOR GROWTH IN R&D AND MANUFACTURING

Strategic Investment Summit: USA

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September 29, 2015
Grandhotel Hessischer Hof,
Frankfurt am Main



As a driver of economic growth, innovation processes are essential. In this era of globalization, more and more firms are expanding their research and development (R&D) and manufacturing investments to other countries in search of a skilled workforce, the ability to customize products for local market needs, and market expansion. Additionally, the companies that invest overseas help stimulate the local economy by creating jobs and promoting the development of human capital through education and knowledge sharing. By working together, overseas manufacturers and local economies both win and grow. Today, nearly 40% of German R&D projects abroad are conducted in the U.S., and approximately 25% of German manufacturing foreign investments flow in the same direction.

Together with SelectUSA and the Consulate General of the United States – Frankfurt, the Global Success Club (GSC) invites senior executives from innovative German manufacturing companies to join our premier one-day interactive forum. This exclusive event will bring together business experts, government influencers, and economic development organizations to facilitate an exchange of experiences and practical information to help you enter or expand in the U.S. market intelligently.

This exclusive event is tailored to the executives of innovative German manufacturing companies that are seeking to ...

- » **Gain new insight:** Whether you are considering to start-up or expand R&D and manufacturing operations in the U.S., this summit will provide you with the latest insight about the benefits and challenges that should be reviewed and understood. Current and relevant first-hand experience will be provided from our expert speakers and partners.
- » **Learn about opportunities and options:** Critical topics that impact R&D and manufacturing investment decisions will be featured such as: patent laws to protect your innovation, tax incentives and capital funding for moving R&D and manufacturing to the U.S., how to use leading education and research institutions as strategic partners and TTIP. Engage in the dialogues to understand options for your specific strategy or investment requirement.
- » **Quickly develop a network of key stakeholders:** Meet and dialogue with key government influencers, research park executives and business subject matter experts in one location to enable you to quickly and easily develop your network of influencers to partner with to ensure you realize the greatest benefits.

Cultivating international connections

by **Volker Bouffier**, Minister President of Hessen



A successful economy forms the foundation for jobs and prosperity. The success of the economy itself rests on many pillars, one of which is global exchange. The state of Hessen therefore places great value on excellent international connections. These connections are important in many areas, such as culture, but it is in the economic sphere that we place particular emphasis on fostering foreign relations. Between the Rhine-Main area and the financial metropolis – Frankfurt, Hessen is among the strongest economic regions in the European Union. The major banks, the stock exchange, the German Bundesbank, and the European Central Bank all contribute to the economic success of our state, as do the numerous manufacturing companies based here, many of which are active globally.

These connections must be cultivated if they are to continue to exist and develop further, and events such as this present the chance to do just that. Such events promote exchanges and offer many opportunities for discussions that open up new perspectives for dialogue partners. For these reasons, I have gladly lent my patronage to this event. My heartfelt thanks goes to those who have helped to ensure that this event takes place. I send my warm greetings to the event participants, who will surely enjoy an interesting program.

A handwritten signature in blue ink, which appears to read 'Volker Bouffier'.

Volker Bouffier,
Minister President of Hessen

Advancing transatlantic cooperation

by **Peter Feldmann**, Lord Mayor of the City of Frankfurt am Main



Germany and the USA are connected through a long and historically matured friendship. An occasional difference of opinion can be overcome by bonds both varied and resilient, and beyond political, cultural and military aspects, it is our two nations' strong economic ties that characterize the relationship.

The success of our bi-lateral relations is strongly supported at a local level as well, with over one hundred town-twinning agreements between German and American municipalities promoting understanding and transatlantic cooperation. Indeed, the cities of Frankfurt am Main and Philadelphia will soon be signing an agreement to become official partners. The numerous similarities between the two cities offer the promise of a vigorous exchange of ideas and activities.

I'm very pleased that the Global Success Club has chosen Frankfurt am Main as its venue for the Strategic Investment Summit: USA. Not only is Frankfurt – with its central location and excellent accessibility – the ideal place to gather top-level decision makers, it is also the most international city in Germany, with a large and dynamic American business community. Vice versa, the USA also offers numerous attractive investment opportunities for German companies.

I should like to thank all those people whose efforts and commitment help to strengthen German-American cooperation. I wish everyone an enjoyable conference, with many new insights and a successful exchange of ideas and experiences.

Welcome to Frankfurt am Main, it is great to have you here!

A handwritten signature in blue ink that reads "Peter Feldmann". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Peter Feldmann,
Lord Mayor of Frankfurt am Main

Agenda

September 29, 2015 – Grandhotel Hessischer Hof, Frankfurt am Main

08:30 - 09:00	Registration
09:00 - 09:45	Greeting & opening remarks Lucia Puttrich , Minister of Federal & European Affairs and the Representative of the State of Hessen to the Federal Government

Plenary sessions

09:45 - 11:00	Innovations – Made in the U.S. A conversation on the conditions surrounding R&D and manufacturing in the United States, featuring the personal experiences and perspectives of the executives from German firms currently active in the U.S.
11:00 - 11:15	Coffee break
11:15 - 12:15	Protecting your innovations A discussion about patent laws in the U.S. and what you should know about protecting the results of your R&D in the United States and their global monetization. This panel will feature experts in U.S. patent law and personal experiences of German executives in the U.S.
12:15 - 13:30	Lunch / Networking
13:30 - 14:30	All about money A discussion about tax credits and other economic incentives for moving R&D processes to the U.S., including tips for the search for capital in the U.S. market and how to secure funding.
14:30 - 15:30	Higher gains with higher education A discussion about how to find partners among the many leading education and research institutions in the U.S., how to capitalize on these relationships, and how to recruit top talent.
15:30 - 15:45	Refreshments / Networking

Parallel panel sessions

15:45 - 16:45	Optimizing TTIP for manufacturing industries A conversation on the transatlantic relationship and the possible impact of TTIP on the leading manufacturing industries in Germany.	Location, location, location A discussion about current U.S. economic trends, regional industry clusters, investment opportunities and the benefits of pursuing R&D in the U.S. within specific regions and industries.
16:45 - 17:15	Closing keynote	
17:15 - 17:30	Closing remarks	
17:30 - 19:30	Get together	

Exploring your investment opportunities

Firm representatives should sign-up in advance to receive a time slot.

11:15 - 12:15	Investment matchmaking The senior executives will have the opportunity to chat one to one with the representatives of city, regional, and state economic development organizations about the investment opportunities available.
13:30 - 15:30	Investment matchmaking continued

All sessions will be held in English.

Please note that we reserve the right to make changes to this schedule or to our featured speakers as necessary.

Expert speakers including:



Dr. Thomas Becker
Vice President Governmental Affairs
at the BMW Group



Dr.-Ing. Thomas Becks
Head of Technology & Innovation
at the VDE (Assoc. of Electrical,
Electronic & Inform. Technologies)



Jason P. Cooper
Partner & Co-coordinator of the IP
Practice at Alston & Bird LLP



Andreas Fobbe
Export Sales Manager North & South
America at ifm electronic GmbH



Dr.-Ing. Gert Fregien
Vice President of Innovation &
Technology at Knorr-Bremse AG



**Prof. E. h. Dr.-Ing.
Johann Grabenweger**
CSO of Sales & Service at
KHS GmbH



Valerie Haller
Television Moderator for ZDF



Prof. Dr.-Ing. Michael Heuken
Vice President Corporate R&D at
AIXTRON SE



lic.rer.pol. Johannes Kirsch
Senior Director of Internat. Affairs in
the Internat. Trade & Future Markets
Dept. at the ZVEI (Electrical and
Electronic Manufacturers' Assoc.)



Dr. Martin Koers
Head of Department Economic & Climate
Protection Policy at the VDA (German
Association of the Automotive Industry)



Dr. Roland Lentz
Innovation and Environment
Division Manager at the Darmstadt
Chamber of Industry and Commerce



Dr. Stormy-Annika Mildner
Head of Department External
Economic Policy at the BDI
(Federation of German Industries)

Expert speakers including:



Rolf Najork
COO & Executive Board Member
at Heraeus Holding GmbH



Kevin O'Brien
Editor in Chief of Handelsblatt
Global Edition



Dr. Michael Pcolinski
Vice President Advanced
Materials & Systems Research
at BASF



Shira Perlmutter
Chief Policy Officer & Director of
International Affairs at the U.S.
Patent & Trade Office



Lucia Puttrich
Minister of Federal & European
Affairs and the Representative of
the State of Hessen to the Federal
Government



Prof. Dr. Reinhard Quick
Director of the Liason Office
Brussels at the VCI (German
Chemical Industry Association)



Dr. Lutz Raettig
Frankfurt City Council Member &
Chairman of the Supervisory Board
at Morgan Stanley AG



Annegret Reinhardt-Lehmann
Managing Director of the
Wirtschaftsinitiative
FrankfurtRheinMain e.V.



Charles Vaillant
Vice President
Innovation & Corporate Strategy
at Mann+Hummel



Dipl.-Kff. Dr. Heike Wenzel-Däfler
President & CEO of the Wenzel Group
GmbH & Co. KG



Prof. Dr. Robert G. Wilhelm
Executive Director of the Charlotte
Research Institute

Advisory board members:



Heike Arend
CEO of Zukunftsinitiative
Rheinland-Pfalz (ZIRP) e.V.



Dr.-Ing. Thomas Becks
Head of Technology & Innovation
at the VDE (Assoc. of Electrical,
Electronic & Inform. Technologies)



lic.rer.pol. Johannes Kirsch
Senior Director of Internat. Affairs in
the Internat. Trade & Future Markets
Dept. at the ZVEI (Electrical and
Electronic Manufacturers' Assoc.)



Prof. Dr. Kurt Wagemann
CEO of DECHEMA e.V.



Media partners



Voices from the Turkish-German Innovation Summit 2014

Senior executives from some of Germany's and Turkey's top innovative and international firms joined us at the Turkish-German Innovation Summit in October of 2014 to discuss and share experiences with R&D cooperation and to explore future collaboration and investment opportunities. In their own words, here is what some of our distinguished guests had to say about the summit!



"The networking between the stakeholders on the German side and the Turkish side is, specifically these days, really important. I believe that was the biggest benefit from this summit."

Frank Stührenberg,
CEO & Executive Vice President of
Global Sales at Phoenix Contact
GmbH & Co. KG



"This event contributed to our knowledge on R&D cooperations, technology trends, and investment opportunities in both countries. I believe that this event will become traditional and be successfully sustained with the efforts of all parties."

Savaş M. Özaydemir,
President of Endel Group,
Chairman of Board of Eskişehir
Chamber of Industry



"If you pay attention to the participants of this summit, there is really a very privileged group here. I'm happy to be here!"

Cem Kural,
Director R&D of Arçelik A.Ş.



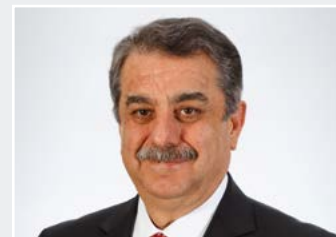
"The open discussion and exchange of ideas at all levels was beneficial to both Turkish and German participants."

Prof. E. h. Dr.-Ing.
Johann Grabenweger,
CSO, Sales & Service of KHS GmbH



"Only if people meet, can a dialogue happen. The content of this meeting, innovation, is very important. It was a very important event to meet individuals, exchange views, and learn from one another."

Otto Bauer,
Chairman of the Board of Festo
San. ve Tic. A.Ş. Turkey



"The value [of the summit] is networking and knowing others' opinions and their views of Turkey and Turkish companies, and how innovation is perceived by Germans."

Prof. Dr. Şener Oktik,
Chief Technology Officer of
Şişecam Group

Register now and secure your spot!

Don't miss your chance to experience, learn, and network with distinguished executives and government influencers at this exclusive, one-day interactive congress.

The **Strategic Investment Summit: USA** is targeted at the executives of innovative, German businesses who are interested in learning more about investment opportunities in the United States, either as they look to expand existing R&D or manufacturing activities or before they enter the market for the first time. To ensure that we can assemble a pool of attendees who will get the maximum value out of this exclusive event, we kindly ask that you provide all of the requested information in our registration form.

Space is limited to help participants get the most value out of the day's sessions and to better facilitate a dialogue among decision makers. Tickets will be allotted on a first-come, first-served basis – register today!

We look forward to receiving your registration application, and we hope to see you in September!

Registration fee:

Global Success Club Members: € 350 + 19% VAT Non-members: € 450 + 19% VAT

Here is what your registration fee includes:

- » Refreshments throughout the day, including coffee
- » Lunch and get together
- » Conference materials

To register:

- » Option 1: Please provide all of the requested information below and return the document via fax to + 49 69 45 00 44 29
- » Option 2: Submit the required information via our website: www.globalsuccess-days.net/register

Company information		Personal information	
Company name	<input type="text"/>	Salutation	<input type="text"/>
Industry	<input type="text"/>	Title	<input type="text"/>
Country	<input type="text"/>	First name	<input type="text"/>
Position	<input type="text"/>	Last name	<input type="text"/>
Company website	<input type="text"/>	E-mail address	<input type="text"/>
		Telephone number	<input type="text"/>
Are you already active in the USA?	Yes <input type="radio"/> No <input type="radio"/>	Terms & Conditions By agreeing to these Terms and Conditions you understand that you are registering to attend an event on September 29, 2015, organized by Global Success GmbH. Upon receiving your registration and approval thereof, we will send a confirmation to your nominated e-mail address, along with an invoice.	
Are you interested in one on one meetings with representatives from American economic development organizations?	Yes <input type="radio"/> No <input type="radio"/>	If you are unable to attend the event, you must contact us by August 28, 2015 for a refund of your registration fee less 50 percent. Should you cancel after the aforementioned date, no refund will be payable. In the case of a participant substitution, we kindly request written confirmation with the executive's name and contact details.	
Are you a GSC member?	Yes <input type="radio"/> No <input type="radio"/>		

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www.globalsuccess-club.net



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