



## European College of Business and Management

[www.eurocollege.org.uk](http://www.eurocollege.org.uk)

### Berufsbegleitende Programme:

- Bachelor of Arts (Hons) in Business and Management
- MBA

Direct entry for people with kaufmännischer and/or betriebswirtschaftlicher Ausbildung

Teaching in Germany or London – Degrees fully accredited by British universities



German-British  
Chamber of Industry & Commerce  
Deutsch-Britische  
Industrie- und Handelskammer

# initiative



## The challenges for the new German government are manifold

The recent German elections produced a clear result and the country now has a coalition of the willing which, over next four years, has the chance to address the challenges facing Germany in a more

coherent fashion. No more excuses can be allowed – especially as there is an urgent need for action in many areas.

Unemployment is still a big and potentially rising problem. Businesses must be granted more freedom as, in the end, it is mainly the private sector which generates future growth and employment. Governments can only support growth and employment through a proper regulatory framework and a public sector which builds the foundations in education, infrastructure design and similar public amenities. In addition, designing a clear strategy which brings public finances quickly back into the black is crucial otherwise Germany will not be able to manage the difficult demographic developments over the next decades. In this context, deficits in the education system need to be addressed urgently as Germany has for many years been sliding back in international league tables. It can no longer rest on past achievements. A shrinking workforce needs to be even better educated to be more productive and to maintain growth rates.

But even if addressed properly, all these measures will not be sufficient and Germany as a country and society also has to become more international in its outlook. Freedom of movement of goods and services is not enough, it needs to be complimented by a free movement of people not just within the European Union but to a sizeable extent with the whole world. Germany needs to attract more international talent. The new government has to convince the whole of society that globalisation has overall benefits and is here to stay and that it is not a realistic option to decouple Germany from international developments. The only way forward for segments of society which feel they currently do not benefit from globalisation is to "skill up". The new government needs to design and implement the right incentives so this task can be achieved. Lessons from the UK can be learnt in some areas but in others Germany will have to find her own solutions. If Germany rises up to the challenges ahead, the next four years can lay the foundation for its future prosperity from which her partner countries in Europe and elsewhere will also benefit tremendously.

**Dr Ulrich Hoppe**

*Director General, German-British Chamber of Industry & Commerce*

## CONTENTS

- 4 VIEW FROM THE TOP – Director Goethe Institute, London
- 5 ROUND-UP OF CHAMBER EVENTS
- 6 CHAMBER AND MEMBERS' NEWS
- 12 SPECIAL – East Germany: 20 years on
- 14 BUSINESS TO BUSINESS – German companies looking for representation
- 15 STATISTICS & TOOLBOX

## sustaining members



# ANNUAL DINNER 2009

The Annual Dinner of the German-British Chamber was held on Thursday, 25 June 2009 at the Landmark Hotel, London. Some 150 guests attended the event. As ever a summer highlight in the Chamber's events diary, members of the German-British business community welcomed the opportunity to network at the Drinks Reception followed by a three-course meal in the Drawing Room. Guest of Honour at this year's dinner was Prof Dr Jürgen Stark, Member of the Executive Board of the European Central Bank. Prof Stark gave an insightful speech about the current state of the world's economies and the corrective measures being adopted in Europe.



Ms Patricia Godfrey of Nabarro LLP and Mr Stuart Barnsdall of PKF (UK) LLP



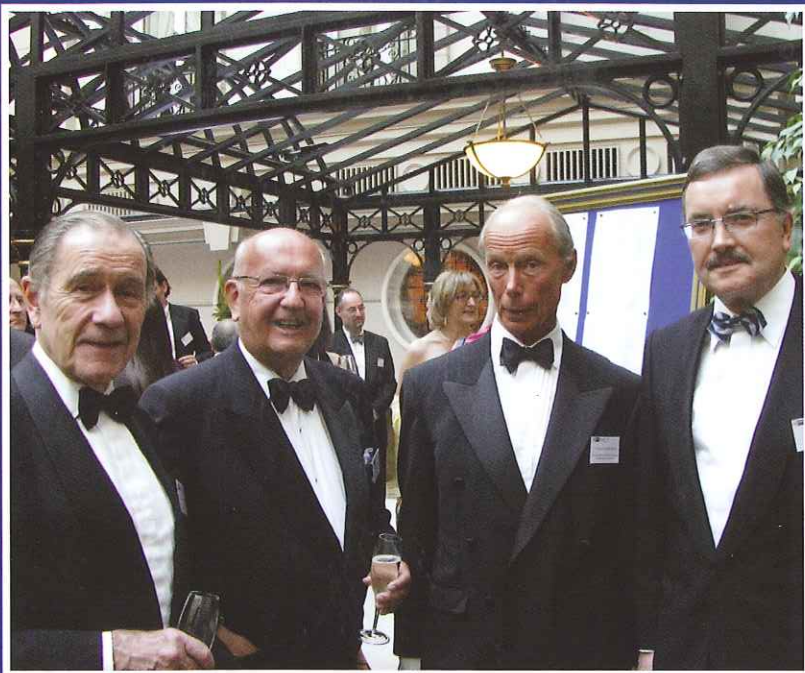
Mr Tobias Loitsch of flexhelp, Ms Sarah Iles and Ms Anna Schak of European College of Business and Management



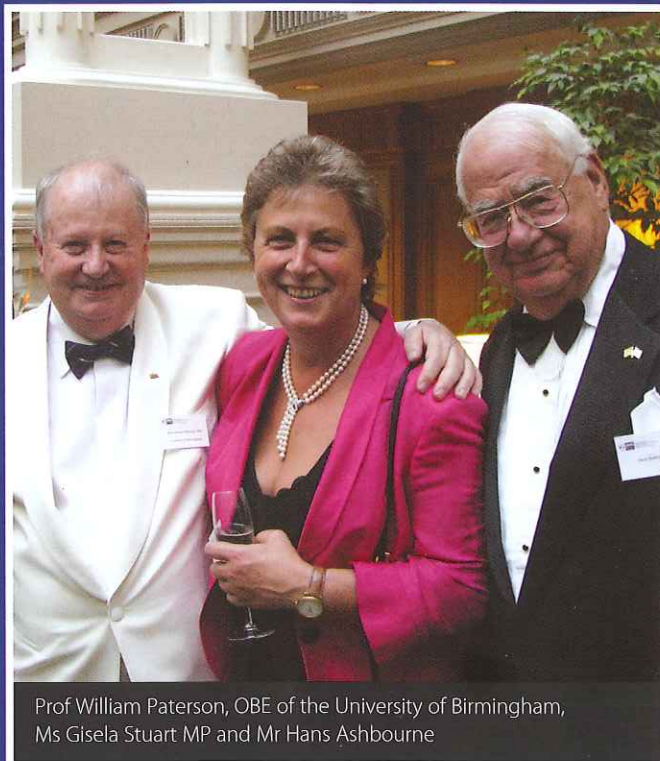
Mr Alan Wood CBE of Siemens Holdings plc, Chairman of the Council of the German-British Chamber of Industry & Commerce and Ms Jo Chexal of the French Business Council



Dr Stefan Georg of BayernLB, London Branch and Ms Ute Nixdorff of the Embassy of the Federal Republic of Germany/Deutsche Bundesbank



Mr George W von Mallinckrodt MBE of Schroders plc, Mr Gerhard Storch, Sir Nigel Broomfield KCMG, President of the German-British Chamber of Industry & Commerce and Prof Dr Jürgen Stark of European Central Bank, Guest of Honour and Speaker



Prof William Paterson, OBE of the University of Birmingham, Ms Gisela Stuart MP and Mr Hans Ashbourne

## AUTUMN RECEPTION

On Thursday, 24 September 2009, around 150 members and guests enjoyed the German-British Chamber's Autumn Reception. New and old acquaintances used the opportunity to refresh contacts after the summer break over a selection of German beers.



Ms Catriona Gardiner of KPMG LLP, Ms Mayumi Kohara of Euro London Appointments and Mr Chris Moore of Cactus Worldwide Ltd



Ms Julena Niehoege of ARB Limited and Ms Elle Poole of EMW Picton Howell LLP



Mr Alex Pickering of Pickering Associates Ltd, Ms Kerstin Müller of Müller Office Support and Mr Mike Ridley of Ridley Media