



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

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Press Release

For immediate release

German American Chamber of Commerce® of the Midwest Opens New Office in Detroit

New office as response to ongoing German investment in Michigan

Chicago/Detroit, August 5, 2013 – The German American Chamber of Commerce of the Midwest (GACC Midwest) is pleased to announce the opening of a new office in Detroit. This expansion of GACC Midwest's operations to support companies in their export and investment plans comes at a time in which the US has been identified as the "rising star" of German Direct Investment by the Association of German Chambers of Industry and Commerce (DIHK).¹ The office location was chosen in response to the particularly strong current investment by German-American companies in the Michigan area. In the last year, GACC Midwest has received an increasing number of inquiries from German companies interested in potential investments and doing business in Michigan, and especially the US automotive industry.

Over 360 German companies already have operations in the state, and this number is projected to continue to expand. Michigan, with its strong manufacturing sector, tops the list of states that are creating the most manufacturing jobs according to the Bureau of Labor Statistics. Many German companies have contributed significantly to adding jobs in the state, with a total of approximately 31,200 Michigan residents employed by German subsidiaries.²

Germany is an important target for Michigan exports as well. Driven by rebounding auto sales, exports from southeastern-Michigan businesses rose 12% last year to \$55.4 billion, maintaining the region's standing as the nation's fourth-largest exporter overall, according to a U.S. Department of Commerce report released on July 11. Germany was the fifth-largest export market for metro Detroit merchandise last year. The City of Detroit also sees further positive investor signs, e.g. recent downtown corporate headquarters expansions, which is geared toward fueling economic development in the city.

The primary role of the new office will be to provide services to companies that are in the process of expanding their transatlantic trade and investment in Michigan and the region. This includes market research, partner identification, providing virtual offices in early stages of market entry, site selection for facilities and other services that have been traditionally supported from Chicago. The office is staffed by Project Manager, Dieter Lehnert, who brings over 30 years of industry experience, including working with both US and German firms.

Simone Pohl, President & CEO of GACC Midwest noted, "It's appropriate that as we celebrate our 50th Anniversary, we are expanding our commitment to supporting German-American trade in a state that is so vital to transatlantic trade and investment. Michigan is driven by technology and knows how to make things, much like Germany. Our new office is in a region where German companies are investing and this office also puts our staff closer to Ohio and parts of Indiana that share many similar attributes."

¹ "Foreign Investment Survey 2013," www.dihk.de

² www.rgit-usa.org and www.germancompanies.us



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GACC Midwest's Detroit Office will be located at 1 Woodward Avenue in Detroit, sharing facilities with the Detroit Regional Chamber (DRC). The DRC focuses on developing strong international bonds with businesses from many industries, products, and services. Sharing facilities with the DRC brings tremendous synergies because of the commonality of the missions of both organizations.

With the opening of a permanently-staffed office in Detroit, GACC Midwest looks forward to the opportunity to build upon and add to such existing synergies and relationships within the state of Michigan. In addition to our new office, which focuses on consulting services, the Michigan Chapter of GACC Midwest will continue its support of over 240 members in Michigan, especially in providing opportunities for networking and continuing to organize its highly respected annual event program. For inquiries regarding services provided by the new office, please contact Dieter Lehnert, Project Manager for the Detroit Office (lehnert@gaccmidwest.org). For more information regarding GACC Midwest and the Detroit Office, please contact Jasmin Welter, Manager, PR & Communications (welter@gaccmidwest.org). For questions regarding membership in the GACC Midwest Michigan Chapter, please contact Ingrid Justice (info@gaccmi.com).

About the German American Chamber of Commerce of the Midwest:

Founded in 1963 and headquartered in Chicago, the German American Chamber of Commerce of the Midwest's (GACC Midwest) mission is to further, promote and assist in the expansion of bilateral trade and investment between Germany and the United States. The GACC Midwest is part of the German American Chamber network (GACCs) with offices located in Atlanta, Chicago, Detroit, Houston, New York, Philadelphia, and San Francisco. We are an integral part of the network of German Chambers of Commerce Abroad (AHK) with more than 120 offices in 80 countries around the globe.

About the Detroit Regional Chamber

With over 20,000 members and affiliates that employ over three-quarters of a million workers, the Detroit Regional Chamber is one of the largest chambers of commerce in the country. The Chamber's mission is carried out through business attraction efforts, advocacy, strategic partnerships and providing valuable benefits to members. Through the business attraction program the Chamber works to promote international trade and investment within the Detroit Region.