

NEWS

German American Business Outlook for 2012 Positive

German American Business Outlook
Annual Survey among German Firms in the U.S.

In the fall of 2011, the German American Chambers of Commerce (GACCs) in cooperation with the Representative of German Industry and Trade (RGIT), and Roland Berger Strategy Consultants surveyed German subsidiaries in the United States to ask for their economic outlook.

The annual German American Business Outlook survey aims to measure the satisfaction of German companies with the United States as an investment location and takes on a different topical angle each year. This year's study addressed the impact of debt crises discussion on both sides of the Atlantic on the German subsidiaries as well as the critical question of how to Secure, Build and Maintain a Strong Workforce. 1,900 firms around the United States were approached and approximately 10% of senior management responded.

Last week, the survey results were presented at the New York Stock Exchange. The results were quite interesting. Key points included:

Despite the media's continual attention to the downtrodden US economy, German companies in the U.S. are actually doing quite well

- 72% of firms reported improvement in sales volumes in 2011
- 86% of firms expect "moderate" to "strong" growth for their operations in 2012
- 67% of companies plan to create new jobs in 2012

The majority of companies reported that neither EU nor U.S. debt crises discussions have impacted their business decisions for 2011 or 2012 thus far

- Most companies are dealing with an increased price in raw materials and a skilled-labor shortage
- The price of raw materials increased in 2011
- 59% of companies currently have difficulty filling their open positions with qualified candidates, particularly in positions requiring an engineering or technical background. To ensure a skilled work-force,
- 47% of companies train new hires through established in-house programs
- 8% work with local community colleges
- 4% are looking to establish either model
- 75% of firms think that dual-track vocational training programs, as used in Germany and other parts of Europe, would have benefits for the U.S. manufacturing sector

Education and economic reform are important to German subsidiaries in the U.S.. German companies would like to see

- Improvement in federal and state fiscal policy
- Reformation and simplification of the tax system
- Strengthening the educational system, both at the K-12 level and the post-secondary level
- More affordable access to University education

FEATURE

Acclaimed German Pianist Lohmer Performs at Samford



The Alabama Germany Partnership, in cooperation with Samford University's Department of World Languages and Cultures, hosted acclaimed German pianist Roswitha Lohmer at 7 p.m. Nov. 16 in Brock Recital Hall on Samford's campus in Homewood, Alabama. This concert was a continuation of Ms. Lohmer's US tour in celebration of the 200th birthday of Franz Liszt.

The first half of the program were the delightful "Variations in f-minor" by Joseph Haydn and the mesmerizing "Fantasie in C-major op. 15" by Franz Schubert. The second half of the program consisted entirely of pieces by Franz Liszt, including "Transcendental Etudes" Nos. 1 and 9, "Waldesrauschen", "Petrarca Sonnet 104" and "Mephisto's Waltz".

The concert was free-of-charge and open to the public. Donations benefited the Samford students traveling to Germany in Summer 2012 to pursue language studies in Bamberg, Germany.

SAVE THE DATE

Start Your Engines: AGP Annual Dinner Set for March 29 at Barber MotorSports



Mark your calendar to join The AGP for their annual dinner, March 29th at Barber MotorSports Park in Leeds, Alabama. Tickets for the evening, purchased by March 16th, will be \$150 (members)/ \$175 (non-members); \$170 (members)/\$195 (non-members) after March 16th. Sponsors are also being sought at this time for the event. To make your commitment today, contact administrator@alabamagermany.org

*All Sponsorships include recognition of level on all AGP promotional materials with company logo; recognition of sponsorship level on AGP website for 1 year; and invitations sent to over 1000 business contacts in Alabama and the South.

Exclusive Platinum Annual Dinner Partner* \$10,000

- Platinum Level Recognition during opening speech at the Annual Dinner
- Preferred Seating at Annual Dinner including a table for ten (10) guests
- Your company marketing brochure may be placed on Annual Dinner tables
- Platinum Level listed with the company logo on slide show during the event

Gold Level Annual Dinner Sponsor* \$ 3,500

Preferred Seating at Annual Dinner including a table for ten (10) guests

Silver Level Sponsor* \$ 2,500

Preferred Seating at Annual Dinner including a table for five (5) guests

Bronze Level Sponsor* \$ 1,500

Preferred Seating at Annual Dinner including a table for four (4) guests

Reception Sponsor* \$ 2,000

Recognition with company logo displayed at the Annual Dinner Reception including table for four (4) guests

Student and Volunteer Sponsor* \$ 750

Two (2) tickets to the AGP Annual Dinner

2012 MEMBERSHIP

Renew Your AGP Membership for 2012

Keep an eye out for your AGP Membership and sponsor renewal information, which will be arriving in January.

Due to your loyal support, all membership and sponsorship levels will remain consistent for the coming year. For more information on 2012 Flag Sponsorship levels, click [here](#).



Happy Holidays!

from Gerhard Graf
and the entire board and staff of
The AlabamaGermany Partnership

Dankeschön to Our Sustaining & Patron Members



Welcome New AGP Members

iSAM North America

AGP Member News Ticker

Latest News From BASF

Latest News from Mercedes

Latest News from Rodl Warren Averett

Latest News from Siemens

Latest News from ThyssenKrupp
Stainless USA

Latest News from ThyssenKrupp
Steel USA

German companies: please send us your news
link to
administrator@alabamagermany.org

German Quote

Frohe Weihnachten und ein frohes neues
Jahr*

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