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German Business Information

May 2009



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Dear Flavia,

We consult, support and assist international companies with business activities in German speaking countries, and would like to bring to you the freshest news from Europe.

We hope you will find this newsletter useful and encourage you to contact us with all your export or service needs to Europe.

Sincerely,
Klaus Westerwelle / TransDomo, LLC

P.S.: You will find a very useful event calendar with German-American Business Events in the US on our TransDomo website:

[German-American events in the US](#)
and a German holiday calendar: [German holidays](#)

Europe's largest construction site

"Hafencity Hamburg" - Port city of Hamburg is Europe's largest construction site. A new urban development zone "Hafencity Hamburg" arises in a part of the former Port of Hamburg where only cold storages, warehouses and offices once stood. The 157 hectare site is located between the historic 'Speicherstadt' warehouse district and the river Elbe. This new development will provide Hamburg's inner city area more space to grow and expand and even extend the downtown area of Hamburg by 40 %.

Germany: Daimler cuts wages

The German automobile company Daimler will implement harsh wage cuts for thousands of employees in Germany because of the dramatic market crisis. Their working hours will be reduced by 8.75 %. Executives will see significant salary cuts, too.



Powergrid Europe

Conference and Exhibition
5/26 - 5/28/2009
KölnMesse, Cologne, Germany

With POWER-GEN Europe and Renewable Energy World Europe, POWERGRID Europe brings together the entire power industry under one roof, meeting the energy challenge for transmission and distribution.

Conference, exhibition, speaker, plenary sessions, panel discussions, networking.
[Powergrid Europe](#)

Hannover Messe

Contrary to the economic trend the 2009 Hannover Messe, held from 4/20/2009- 4/23/2009, could register a significant growth this year. The number of exhibitors grew from 5100 to 6150, and from 193,000 visitors last year to 210,000 this year. With three additional exhibitions "Wind", "MDA - Motion, Drive & Automation" and "Surface Technology Comvac" the total exhibition area expanded from 200,000 to 224,800 square meters. 6,150 exhibitors from 61 different nations participated in the world's largest showcase for industrial technology. Visitors from 80 countries attended the Hannover Messes and one in four of them came from abroad. The next HANNOVER MESSE will take place from 19 to 23 April 2010.

[Hannover Messe](#)

The new city's cosmopolitan mix will be composed of impressive skyscrapers, expensive condos, offices, a hotel, elementary school, concert hall, International Maritime Museum of Hamburg, Science Center and Theater, and the HCU Hafencity University. The "Hafencity Hamburg" Port City is currently Europe's largest construction site and considered the most "outstanding urban development project" of the European continent. The development of the entire area will continue until 2020-2025

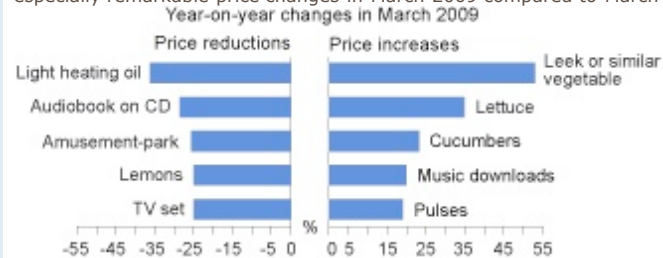
Some facts:

Total area: 157 hectares
800 meters distance to Town Hall
Expansion of Hamburg's city centre by 40%
Private investment: approx. 5.0 to 5.5 billion euros
Public investment: approx. 1,3 billion euros

[Hafencity](#)

Price changes in March 2009 in Germany

The consumer price index for Germany rose by 0,5% from March 2008 to March 2009. This is the lowest rate since July 1999 (+0,5%). Here you find products with especially remarkable price changes in March 2009 compared to March 2008.



Source: © Statistisches Bundesamt, Wiesbaden 2009

Germany's Environment Minister

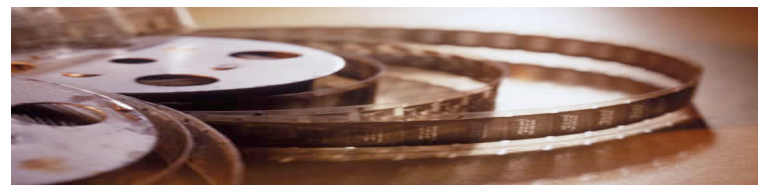
During the "Major Economies Forum on Energy and Climate" mini-summit in Washington, D.C. on Monday 4/27/2009 President Obama took time to meet with Germany's environment minister Sigmar Gabriel for a individual discussion at the White House.

Sigmar Gabriel said that a lot had changed since the Bush administration and was pleased the US now wants to take an active role in climate protection.

But he also stated that by measuring what Europeans believe needs to be done to fight climate change, the US proposals that have been recently announced don't go far enough.

The ambitious US project, the so-called "American Clean Energy and Security Act of 2009," only foresees a reduction of 6 percent to 7 percent and will cut carbon dioxide and other greenhouse gases back to levels of 1990. The European Union has pledge to cut emissions 20 percent below 1990 levels by 2020. "Europe still has its leadership role, but we would happily share it with the Americans." Sigmar Gabriel said.

The two day meeting was one of several planned meetings to pave the way for the international conference in Copenhagen in December.



German Cinema 2008-2009

International film producers discover Germany and the German film

Export Hit "Made in Germany"

Tanks and submarines "Made in Germany" are a fast seller in the worldwide defense industry.

The German defense industry benefits from the race of other nations, is crisis-proof and the world's third largest defense industry exporter. Germany's defense industry exports increased by 70 % since 2004 - Germany is the world's number three after USA and Russia. Especially the German tanks are particular popular in Turkey and Greece. German second largest defense industry export products are submarines powered by one fuel cell as opposed to nuclear power. During the last five years 10 % of defense industry exports worldwide came from Germany, 25 % from Russia and 31 % from the U.S.A.

Check out our list of German-American business events in the US on our website:
[German-American Events](#)

Visit our German holiday calendar, to plan your next trip ahead :
[German holiday calendar](#)

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Dear Flavia,

Our professional and international consulting services, German business experiences of many years, European network and business connections will minimize your export costs, accelerate your export activities, greatly boost

industry. The 59th Berlin International Film Festival "Berlinale" in February showed more than 90 German films or German co-productions. This new record was achieved due to the fact that the number of big productions involving international participation has greatly increased. These German films are often shot in English and feature well-known stars. Both factors provide the basis that the return most likely will cover or surpass the investment. This is not only substantial to strengthen Germany's film industry, but also help German movie producers, actors or writers to make or achieve their breakthrough on the international scene. This boost of the German film industry is due mainly to the German Federal Film Fund - DFFF. The fund was set up in 2007 to subsidize a percentage of the money invested in film productions 'Made in Germany'. The DFFF sponsored 198 productions with ca. € 118.5 Million in 2007 and 2008.

[FFA](#)



Global Bargains ?

This may be the best opportunity in decades to buy property abroad - for buyers with strong nerves and liquid capital.

The recession not only hit the US, but also internationally. Specific areas abroad for-instance in Spain, are hit by the global recession harder than others. Property prices from Barcelona to the Balearic Islands are expected to drop for more than 35 %. Russians and Saudi princes are leaving the Mediterranean, Marbella and Malaga and many exclusive homes are for sale. The economic downturn has left many home owners struggling to keep up with mortgage payments in dozens of European countries.

This recession is opening up a gold mine for well-funded property buyers and gradually enticing investors back into the real estate market. A strengthened Dollar, double-digit price declines and high inventory levels make a overseas purchase more affordable for Americans than ever.

German Authors outraged

In the US a settlement agreement resolved the US Authors Guild and the Association of American Publishers v. Google Book Search Copyright Class Action filed in September 2005. This settlement, which covers all books protected by copyright in the United States, allows Google to vastly expand what it can do with digital copies of books. But a group of German Authors are outraged at Google Book Scanning and not having been asked for permission to scan and publish their books online. German politicians are also voicing their dismay and pledging to protect author rights. The appeal-known as "Heidelberger Appeal"- by 1,300 German authors was sent to German President Horst Köhler, Chancellor Angela Merkel and the heads of Germany's 16 federal states. The authors are opposed to Google's ongoing scanning of ca. 7 million books and providing them for online viewing.

German Federal Commissioner for Culture Bernd Neumann and Hans-Joachim Otto, Head of the German parliament's Committee on Cultural and Media Affairs were telling the "Bild" : "Intellectual property has to be just as protected as material property. All creativity will be destroyed if you have a mentality that everything should be free." German Justice Minister Brigitte Zypries regards Google's action "unacceptable" and one of the authors of the "Heidelberger Appeal", Roland Reuss strongly criticized the settlement: "As I see it, the fact that an American district court has decided what happens with German books is a scandal."

your European businesses, and/or export activities to German speaking countries. Find more information about our services at: [TransDomo](#)

We hope you enjoyed the information we provided in this newsletter.

Sincerely,
Klaus Westerwelle
TransDomo, LLC

Please do not hesitate to forward this newsletter to anyone who you feel could benefit. For your convenience we have included a "Send to a Friend" button :



Robot learns mathematical and physical concepts

Researchers with the European research project XPERO developed a machine learning method, which enables robots to learn fundamental mathematical and physical concepts by experimentation and observation. The robot's sensor data is recorded while it moves and creates a model, which allows the robot to predict how the objects in its vicinity will change their position in relativity to the robot. Although learning a coordinate system might look like a rather basic research program it represents a significant technological relevance. This XPERO project, coordinated by the Bonn-Rhein-Sieg Univ. in Sankt Augustin, Germany, lays the foundation for the technology to build the next generation of so-called service robots, which could clean houses, mow lawns or do your household chores. XPERO's learning robot was presented in April 2009 during the FET'09 conference (Future and Emerging Technologies) in Prague, Czech Republic.

[XPERO](#)

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