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Explore and Connect
We need to act together, not separately

2015 will be an important year for German-British relations. Once the UK General Election has taken place, we hope that the debate on the UK’s membership of the European Union will become more reasoned. This is important because – in light of the global political and economic challenges – we need to act together, not separately. If mainstream politics give in to the populist fringes of the political spectrum, our policies will become less rational and thus our influence in the world will diminish.

As a result, a vacuum will be created which in turn will be filled by others who do not necessarily share our values. The events of Paris, Nigeria and the Middle East show that we should not allow the world to fragment, because the human, political and economic costs far outweigh the perceived short-term benefits on the local political front.

Currently, the economic outlook for both our economies is reasonably good. The UK economy continues to grow, enabling her to bring the budget deficit under control. The outlook for Germany is similarly positive and the demographic challenges, which are the biggest hurdle for her future growth, seem to be under control for now. In the past few years Germany was able to attract a significant number of newcomers to counter the low birth rate. Of course, both our countries have to work on the skills base to stay competitive, but in reality, if both countries really make an effort, this problem is relatively small. As mentioned earlier, whether the present positive economic development will continue in the medium term depends on the current and future political leadership and their ability to keep our countries open and integrated in the world economy and the global political system.

The Chamber will continue to make its voice heard on issues of free trade, openness and European and global economic cooperation. We hope that our functions and events will provide a worthwhile platform for our members and that our service offerings will support businesses in seizing opportunities in the British-German realm.

Dr Ulrich Hoppe
Director General, German-British Chamber of Industry & Commerce
2015 – When the chips are down

It is not a new insight that business hates uncertainty. And yet, the events of the last year have brought a dramatic increase in uncertainty facing business leaders. After classic economic risks were long at the forefront of global investors’ concerns, foreign policy risks regained prominence.

The aggressive Russian policy towards neighbouring Ukraine has triggered a political and economic confrontation between Russia and Western countries. Syria remains stuck between the scourges of either dictatorial rule or fundamentalist chaos, with destabilising consequences for the entire Middle East region right at the south-eastern border of Europe. Early this year the atrocious acts of terrorists in Paris were a stark reminder of the continuing threat of Islamism terrorism right in the heart of our cities.

We may well be moving towards a world of greater political uncertainty and geopolitical risk. In today’s globalised world, nobody is insulated from these risks – least of all open economies such as Germany and the UK. Add to this homemade uncertainty: only a few months ago the United Kingdom narrowly escaped falling apart in the Scottish referendum.

German-British trade and investment have shown remarkable resilience in the global financial crisis and continued good growth in the last few years. But we should not take this for granted. Political uncertainties and their economic consequences are probably the biggest risks to growth in the Euro area, as well as to the hard-won recovery in Britain. In this context we cannot overlook that the debate about the UK’s membership of the European Union might enter a new phase this year, which could add to what I called earlier ‘homemade uncertainty’.

Since my arrival as German Ambassador to the UK last May, I have seen this country’s debate on Europe accelerating further. Of course, we will need better regulation, increased competitiveness, and an end to petty rules that only satisfy bureaucrats if we want to stay ahead of the pack in today’s global economy. We also need effective control of abuse of the right of free movement of labour. But it is outright dangerous to portray Europe only as a source of undesirable migrants, unjustified bills and red tape. Europe without restrictions to the free movement of goods, services, capital and labour is a great achievement and a key source of our prosperity. All member states and all citizens benefit from it. The European Single Market remains the bedrock of our trade policy. British-German trade in goods and services is still higher than British trade with all the BRIC countries combined. And we can still do more to exploit this huge potential of the Single Market and build a better Europe.

I am optimistic that more people in this country are becoming aware of what is at stake. Business and politicians have a joint responsibility here. Fortunately, there is a rising number of representatives from British business making the case for Britain to stay in the EU, and to reform Europe from within. I would like to encourage you as members of the British-German business community to engage in this debate. Make the case for “Better together” to your British partners and to your British employees.

While the British debate usually focuses on the perceived economic costs and benefits of Europe, another important dimension is unfortunately completely missing. What I have in mind are the dramatic shifts in global weight over the last decades. Today, the UK makes up less than 1% of the world’s population, and about 3.5% of the global economy. Would the UK – or Germany – on its own be able to act effectively when facing the new emerging centres of power in the world?

In fact, what is at stake today is whether the nations of Europe will be able to assert their values, defend their interests and retain their prosperity on a durable basis in the world of the 21st century. No single European country can do this alone anymore. This concerns both politics and economics. Germany or the UK alone might still be able to trade successfully with their partners overseas, but they will be standard-takers, not standard-setters. To make an impact, Europe must stand together. It is a welcome commitment made by Prime Minister Cameron and Chancellor Merkel on the occasion of the Chancellor’s visit to London on 7 January that both our countries will work towards concluding the landmark Transatlantic Trade and Investment Partnership Agreement between the EU and the US this year.

The impressive solidarity all across Europe after the terrorist attacks in Paris has underlined that there is an idea behind Europe that goes well beyond the Single Market. As Chancellor Merkel stated during her recent visit to London, in reaction to the horrible news from Paris: “Freedom, democracy and the rule of law are the values that we stand for in Europe”. And we also believe that these values are at the root of our economic prosperity. In a sometimes too insular debate about Britain’s relationship to Europe, the events of the last months are a sobering reminder that there can be no “splendid isolation” today. What we need is the opposite of isolation – engagement. This year Germany is chairing the G7 group of countries which represent around half of the world’s economic output. Together with our British partners we are committed to addressing a range of pressing global challenges, from the fight against Ebola and anti-microbial resistance to preserving the world’s climate. Let us make 2015 a year of joint engagement to reduce the risks we confront.

Germany and the UK share so many interests and values. I do hope that the business communities of our two nations will work together, convincing our people that there is no alternative to a more competitive Union. Germany wants the UK to stay in the EU, as an economic partner, as a strategic ally and as a friend.

Dr Peter Ammon
Ambassador of the Federal Republic of Germany
The German-British Chamber of Industry & Commerce requests the pleasure of your company at their Annual Dinner

Thursday, 9 July 2015 - 7.30pm for 8.00pm
The Landmark Hotel, 222 Marylebone Road, London NW1 6JQ

The Annual Dinner of the German-British Chamber of Industry & Commerce offers the exclusive opportunity to invite your clients and business associates for networking and dining. Held at the prestigious Landmark Hotel in London, there will be pre-dinner drinks at 7.30pm, followed by a three-course meal.

Tickets cost £125.00 (incl. VAT) for members and their guests and £144.00 (incl. VAT) for non-members.

Company tables for 10 persons are available at £1,100 (incl. VAT) for members and their guests and at £1,300 (incl. VAT) for non-members.

Dress code: Black tie

Guest of Honour and Speaker:
Wolfgang Kirsch, Chief Executive Officer of DZ BANK AG

Guest of Honour and Speaker Wolfgang Kirsch was recently elected European Banker of the Year 2013. He has been the Chief Executive Officer of DZ BANK AG since 2006. Before this he held senior positions at the bank and at Deutsche Bank Frankfurt and Singapore. He is also a member of the German group of the Trilateral Commission.

Register online at: www.germanbritishchamber.co.uk or email events@ahk-london.co.uk

Neue Auflage von „Bautätigkeit in Großbritannien“

Die Deutsch-Britische Industrie- und Handelskammer hat ihre Publikation „Bautätigkeit in Großbritannien“ aktualisiert. Diese berücksichtigt zahlreiche Änderungen, vor allem auf dem Gebiet der Umsatzsteuer für Bau- und Montageleistungen, bei Qualifikationsnachweisen und im Hinblick auf die Altersversorgung der Arbeitnehmer. Behandelt werden u.a. Health & Safety, CIS - die Bauabzugsbesteuerung in England; Registrierungen, Lizenzen und Ausführungsgenehmigungen; Steuern und Sozialversicherung für die Mitarbeiter; Standardverträge und wichtige vertragliche Aspekte. Die Publikation kostet EUR 59,50 (für Mitglieder) und ist erhältlich bei legal@ahk-london.co.uk.

Neuer Service zur Betrugsverhinderung

Unternehmen, die Betrug vermuten oder ein britisches Unternehmen auf Vertrauenswürdigkeit überprüfen lassen wollen, können nun einen neuen Service der Deutsch-Britischen Industrie- und Handelskammer in Anspruch nehmen.

Wenn Sprachbarrieren und Unkenntnis der lokalen Geschäftspraktiken ein Hindernis darstellen, kann „Unternehmensüberprüfung“ helfen: zweisprachige Rechtsanwälte mit langjähriger Erfahrung in Großbritannien sichten die Unternehmenskorrespondenz nach Auffälligkeiten, stellen diverse Recherchen an und holen gegebenenfalls einen Gesellschaftsregisterauszug ein. Das Ergebnis wird in einem schriftlichen Bericht zusammengefasst. Bestellformulare sind erhältlich bei legal@ahk-london.co.uk.
KERN AG is biggest language service provider in Germany

KERN AG has once again been confirmed as the biggest language service provider in Germany and the fifth-largest in Western Europe, according to a study entitled “The Language Service Market: 2014” by market research company Common Sense Advisory. The study compared the family-owned business with headquarters in Frankfurt to more than 1,000 other language service providers in terms of reported turnover in 2013. KERN AG enjoys a stable market position thanks to its $5.18 million sales increase to the previous year and a healthy yearly market growth rate of 7.4% worldwide. www.e-kern.com

UK still popular with German job hunters

Recent statistics show that the UK remains a popular destination for Germans looking for work, with the number of German-borns in the UK having increased by a third in the last 20 years. While many bring solid English language skills, many are unaware of cultural differences, including the different recruitment procedures in the UK. Kerr Recruitment, a multilingual agency, helps their candidates to find their next role and ensures this is also a cultural fit. Candidates are taken through the application process step by step and prepared with tips and tricks on how to shine in their interviews. www.kerr-recruitment.co.uk

A successful Oxford College Dinner for The WineBarn

The WineBarn chose and supplied the wines for St Anne’s College’s very successful International Seminar and Formal Dinner on 7 November 2014, which celebrated Germany and featured as its guest speaker the former German Ambassador to the UK, Georg Boomgarden. The WineBarn’s Iris Ellmann was consulted on the menu for this prestigious event, which was attended by 260 guests, and made recommendations for the wine choices. She also arranged delivery, ensuring the wines were in optimum condition. The company works with hand-picked wine producers and supplies to the finest Michelin-starred restaurants, colleges, wine merchants and hotels. www.thewinebarn.co.uk

Messe Erfurt trade fairs are the mecca for 3D printing

Trade fair company Messe Erfurt offers three key events in the fields of additive manufacturing and 3D printing. RapidTech, a trade fair and user convention for rapid technology, has been exploring the industrial usage of 3D printing for eleven years. The RapidTech, on 10 and 11 June 2015, is expected to draw 160 exhibitors and about 3,600 participants from 20 countries to Erfurt. At the same time the third FabCon 3D will take place, a trade fair for semiprofessional users and prosumers in the field of 3D printing. Messe Erfurt’s road show Rapid.Area will showcase additive manufacturing at other trade fairs. www.rapidtech.de www.fabcon-germany.com www.rapid-area.de

German-British Chamber updates subsidiaries databases

The German-British Chamber of Industry & Commerce has published updated editions of its databases “German subsidiary companies in the UK” and “British subsidiary companies in Germany”. The databases will be available to purchase separately for the first time. To order your copy, please email marketing.services@ahk-london.co.uk

Neuer Kurs “Englisch für Führungskräfte” in Edinburgh


Messe Erfurt trade fairs are the mecca for 3D printing
Oktoberfest in Scotland

On 30 October the Chamber’s Scotland regional committee held its Oktoberfest event at WEST Brewery in Glasgow for the third time. It was a great opportunity for members and their guests to meet, network, taste the beer and exchange updates.

Successful in Germany

The German-British Chamber of Industry & Commerce and NRW Invest hosted the event “Successful in Germany” at One Great George Street in London on 8 October.

Over 60 potential exporters and investors were provided with background information and tips and tricks on entering the German market. The presentations were rounded up with a case study from Dr Jonsson winning Drives Factory in Congleton, Cheshire. Jürgen Maier joined Siemens plc since July 2014. He has been a member of the Siemens UK Executive Management Board since October 2008, and has held a number of senior roles within Siemens in the UK and Germany, including Industry Sector Lead for the UK and Ireland, two Divisional Managing Director roles and Manufacturing Director of the award-winning Drives Factory in Congleton, Cheshire. Jürgen Maier joined Siemens in 1986 after obtaining a BSc in production engineering from Nottingham Trent University on a Siemens-sponsored graduate programme. He was also made an honorary Professor of Engineering at the University of Manchester in March 2014.

New Councillor

Jürgen Maier

Jürgen Maier has been Chief Executive of Siemens plc since July 2014. He has been a member of the Siemens UK Executive Management Board since October 2008, and has held a number of senior roles within Siemens in the UK and Germany, including Industry Sector Lead for the UK and Ireland, two Divisional Managing Director roles and Manufacturing Director of the award-winning Drives Factory in Congleton, Cheshire. Jürgen Maier joined Siemens in 1986 after obtaining a BSc in production engineering from Nottingham Trent University on a Siemens-sponsored graduate programme. He was also made an honorary Professor of Engineering at the University of Manchester in March 2014.
On 23 October, the German-British Chamber of Industry & Commerce welcomed some 130 members and their guests to our annual Autumn Reception. The event was a great opportunity for members and their guests to network while enjoying German beer and wine.

On 13 November, RGC Jenkins & Co hosted a legal seminar on Intellectual Property at the Chamber. The seminar focused on how companies can identify their intellectual property and make it work for their business. The speaker, Dr David Brinck, provided a wealth of information on this topic and was available for further questions and discussion after the seminar.
Glühwein and Stollen were abundant as some 150 guests celebrated the start of the festive season at the Members’ Christmas Party on 4 December. The guest speaker was HE Dr Peter Ammon, Ambassador of the Federal Republic of Germany. The event was sponsored by Commerzbank AG.

The German-British Chamber started 2015 by welcoming its members and their guests to the New Year’s Reception in London on 6 January. Some 100 members and Chamber staff came to the event – they networked and discussed business for the year ahead while enjoying a light lunch.
FULHAM FOOTBALL MATCH

On Saturday, 17 January, Fulham Football Club beat Reading 2-1 in an English League Championship match. The game was attended by about ten Sustaining Members and their guests who enjoyed use of the VIP suite during the match.

Members’ Spring Reception
Date: Thursday, 26 March 2015
Venue: German-British Chamber, 16 Buckingham Gate, London SW1
Time: 6pm – 8.30pm
Cost: Complimentary

Members’ Seminar with Dale Carnegie Training: Keeping your Top Talent and Performers
Date: Tuesday, 21 April 2015
Venue: Thistle Holborn, The Kingsley, Bloomsbury Way, London WC1
Time: 5.30pm – 8pm
Cost: Complimentary

Seminar with ILT Solutions
Powering People Performance - How your company can benefit from ingenious learning solutions
Date: Wednesday, 29 April 2015
Venue: German-British Chamber, 16 Buckingham Gate, London SW1
Time: 5.15pm – 7pm
Cost: Complimentary

Annual Dinner
Guest of Honour and Speaker: Wolfgang Kirsch, Chief Executive Officer of DZ BANK AG
Date: Thursday, 9 July 2015
Venue: The Landmark Hotel, 222 Marylebone Road, London NW1
Time: 7.30pm – 10.30pm
Cost: £125 (incl. VAT) per person for members of the Chamber, £144 for non-members
£1100 (incl. VAT) company table (10 people) for members of the Chamber, £1300 for non-members
Dress code: Black tie

Further information and registrations
www.germanbritishchamber.co.uk
**Weniger ist mehr**

**Neue Umsatzsteuerregeln – Behandlung von Skonti im Vereinigten Königreich**


Für den Fall, dass der Rechnungsaussteller nicht verpflichtet ist, seinem Kunden eine ordnungsgemäße Umsatzsteuerrechnung auszustellen (beispielsweise bei einer Leistung an eine Privatperson), bestehen weitere Besonderheiten.


**Dr. Gunnar Pohl, Head of Tax Services**
German-British Chamber of Industry & Commerce
European College of Business and Management - Graduation 2014: graduates celebrate success

The European College of Business and Management (ECBM) is the official Higher Education institution of the German-British Chamber of Industry & Commerce in London, and focuses on enabling managers to pursue an international career. The ECBM is a partner of Liverpool John Moores University’s (LJMU) Business School.

ECBM graduates of 2014 were presented with their certificates during the graduation ceremony at the Armoury House of the Honourable Artillery Company in London.

Former LJMU DBA student Dr Slim Ben-Hassine congratulated ECBM’s graduates, and in a motivational speech, Dr Ben-Hassine emphasised the graduates’ courage, drive and enthusiasm for the future.

Sixty-one ECBM graduates enjoyed the inspiring speeches by Professor Nigel P Weatherill, Vice Chancellor and Chief Executive of LJMU, and by Mr Richard Bills, ECBM’s Director.

During the ceremony the ECBM presented several prizes. The prestigious “Student of the Year 2014” was awarded to MBA graduate Tobias Duffner, in recognition of his achievements in multiple study programmes at ECBM.

Dr Andreas Prothmann, Head of Economic Affairs at the Embassy of the Federal Republic of Germany in London, highlighted the importance of partnerships within Europe, which give graduates the opportunity to develop their international experience. The ECBM has strong ties with the German-British Chamber of Industry & Commerce and the German Embassy as well as with partner universities and key business players such as Bosch, Commerzbank and Siemens.

To date, the ECBM has provided over 12,000 students with important business, cultural and language skills leading to recognised professional and academic qualifications.
Sixty-one graduates received their certificates during the ceremony in 2014:

**KIC**
Adila Farhin Anwar, Christoph Bartl, Liane Burucker, Melanie Fiegel, Cora Hess, Melanie Klughammer, Caroline Krieg, Svea Meißner, Karina Meitinger, Nadine Nalaskowski, Neele Prauser, Anna Rauch, Verena Rauscher, Jessica Rinner, Daniel Schuhmair, Anna Seidler, Karin Tauer, Anna-Lena Wanka, Antonia Nele Wollentin, Kristina Zenetti

**HND**
Kai Daniel, Nicholas Little, Alexander Mann, Rosie Parfett

**DML**
Victoria Billings, Dave Borman, Jon Coltman, Alan Conn, Nathalie Goetsches, Ray McClay, Anthony Smart, David Waldron

**DSM**
Andreas Mordhorst, Christopher Seibert

**MBA**
Andreas Bauer, Winkate Bendig, Hans Berndl, Friedrich Bertz, Tank Celik, Tobias Duffner, Andrea Flatter, Daniel Galle, Oliver Glassl, Alexander Goll, Karina Habereder, Nicholas Hasslacher, Renate Hock, Sibashis Parida, Hartmut Rank, Olaf Reetz, Viola Richter, Patrick Romboy, Maximilian Ruether, Lydia Schneider, Lysann Seifert, Birgit Stach, Ron Stradling, Johannes Valentiner, Nick Vidovic, Philipp Weyh, Petra Woelki

The MBA class of 2014

Tobias Duffner receives the “Student of the Year 2014” award

Dr Andreas Prothmann
INITIATIVE provides a regular listing of companies in Germany who are seeking B2B partners and representatives in the UK

**EROTIC LIFESTYLE PRODUCTS**

Established in 1994, JOYDIVISION International AG manufactures over 250 erotic lifestyle products which are sold in over sixty countries worldwide. The company has seventy employees and is growing quickly. With company headquarters in Hanover, Germany, and a subsidiary in the United States, JOYDIVISION sells to consumers via chemists, pharmacies, specialised shops, mail order and department stores. This certified German producer is looking to enter the British market with sales agents who have contacts to the retail industry as mentioned, or mail order health products, teleshopping and shopping clubs, erotica stores, health organisations, advice centres and therapists, midwives and doctors. For further information, please contact:

**Ms Katrin Pollney, JOYDIVISION International AG,**
Rudolf-Diesel-Weg 10, 30419 Hannover, Germany
Tel: +49 511 679966613  Fax: +49 511 6799666880
Email: sekretariat@joydivision.de
Web: www.joydivision-international-ag.de

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- Sheet-feeding heads manufactured for different producers of offset printing or glueing or screen-printing machines.

For further information, please contact:

**Ms Eva Tipecska, Tipecska Maschinenbau GmbH,**
Äußere Kreuzäcker 1, 82395 Oberöschering, Germany
Tel: +49 8847 69909-0  Fax: +49 8847 69909-50
Email: eva@tipecska.de  Web: www.tipecska.de

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For further information, please contact:

**Mr Manfred Barme, Gries Deco Company GmbH,**
Boschrstr. 7, 63843 Niedernberg, Germany
Tel: +49 6028 944 4428  Fax: +49 6028 944 74428
Email: m.barme@g-d-c.eu  Web: www.ipuro.com

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**Mr Klaus Pries, Kendrion Kuhnke Automation GmbH,**
Lütjenburger Straße 101, 23714 Malente, Germany
Tel: +49 4523 402-445  Fax: +49 4523 40258-445
Email: klaus.pries@kendrion.com  Web: www.kuhnke.com

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**Mr Torsten Becker, BOGEN Electronic GmbH,**
Potsdamer Str. 12-13, 14163, Berlin, Germany
Tel: +49 30 81000-20  Fax: +49 30 81000-260
Email: magnetics@bogen-electronic.com
Web: www.bogen-electronic.com
The case for EU membership

PART 1: Economic benefits and lower prices for goods and services

The question of EU membership has received some attention over the last months thanks to the upcoming UK general election, the possibility of an EU referendum and not least the rise of UKIP and the possibility of a Greek exit from the Euro.

The British newspapers are full of negative soundbites, so over the next three issues initiative will examine the advantages of the EU that we may be taking for granted.

Being part of the EU has brought more economic stability to Britain. The UK economy benefits from easy access to the Single Market, with the EU remaining the most important trading partner for the UK: nearly 50% of UK exports go to Western Europe, compared with just 20% to the US and China together. Furthermore, around 50% of foreign direct investment (FDI) comes from the EU, compared with only half that from the US and China. UK companies also count their own FDI in Europe as an important part of their net earnings.

The Freedom of Movement means businesses are able to meet skills shortages, while it has become far more affordable for Brits to travel, study, set up a business, work, retire and live abroad. British citizens can set up bank accounts, borrow capital, invest and buy property in any EU state.

Air travel has become much cheaper, mostly thanks to the proliferation of low-cost airlines which provide competition for national carriers, made possible by the deregulation of the air industry in 1992, which gave airlines from one EU country the right to operate scheduled services in other EU states.

The EU also introduced a cap on mobile roaming charges in 2007 and abolished them completely in 2014, and British citizens can obtain free or reduced-cost emergency health care in all EU states with the European Health Insurance Card (EHIC).

In part 2 of this series initiative will look at how standardisation has improved product safety.

UK’s top export markets in 2014

<table>
<thead>
<tr>
<th>Market</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>USA</td>
<td>13%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>8%</td>
</tr>
<tr>
<td>France</td>
<td>6%</td>
</tr>
<tr>
<td>Germany</td>
<td>11%</td>
</tr>
<tr>
<td>Irish Republic</td>
<td>6%</td>
</tr>
<tr>
<td>Rest of the world</td>
<td>31%</td>
</tr>
<tr>
<td>Other EU countries</td>
<td>18%</td>
</tr>
<tr>
<td>China (incl. Hong Kong)</td>
<td>7%</td>
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</table>

Direct investment in the UK by foreign companies in 2013 (cumulated)

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>27%</td>
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<tr>
<td>Netherlands</td>
<td>15%</td>
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<tr>
<td>UK</td>
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<tr>
<td>Germany</td>
<td>6%</td>
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<tr>
<td>France</td>
<td>8%</td>
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<tr>
<td>Luxembourg</td>
<td>6%</td>
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<tr>
<td>Spain</td>
<td>5%</td>
</tr>
<tr>
<td>Rest of the world</td>
<td>27%</td>
</tr>
<tr>
<td>Other EU countries</td>
<td>6%</td>
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</table>
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