

The Transatlantic Marketplace: Challenges and Opportunities Beyond 2012

Sixth Annual Transatlantic Business Conference

Strategic inspiration and impulses for the economic and political partnership



PROGRAM

Nov. 14-15, 2012

Commerzbank Tower, Frankfurt/Main • Hilton Frankfurt Airport, Frankfurt/Main

ORGANIZERS



IN COOPERATION WITH



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Dräger-Stiftung

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IN COOPERATION WITH



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Dear Participants of the Sixth Annual Transatlantic Business Conference,

A rough-and-tumble year for the transatlantic relationship is drawing to a close. With the sovereign-debt and euro crises demanding Europe's full attention and eyes in the US firmly fixed on the presidential election and the country's economic malaise, there has been little room for engaging in joint transatlantic initiatives at the official level. Must private companies and individuals fill this void and provide new impulses for the transatlantic partnership? How will the relationship evolve in coming years?

While questions about the future contours of the transatlantic relationship abound, one key feature remains very clear: the core of the transatlantic relationship is as vibrant and fertile as ever. This bond will become even more important as the economic muscle of emerging markets grows more powerful. Drawing on their shared values, the US and Europe can take bold steps together as they defend their economic leadership – in the areas of trade, innovation, technology, financial regulation and sustainable development.

Held just days after the US election, this year's Transatlantic Business Conference explores the future direction of the US-European relationship. With its distinguished keynote speakers, international panel discussions and in-depth workshops, this annual forum for business and political leaders intends to provide strategic inspiration and stimulate transatlantic dialogue.

We hope this year's conference will prove to be as inspirational and rewarding to participants as those of years past. We would also like to take this opportunity to express our gratitude to our co-organizers, supporters and contributors from both sides of the Atlantic: Without them, this exciting event would not be possible.



Fred B. Irwin
President, AmCham Germany



Jürgen R. Thumann
President of BUSINESS EUROPE,
Vice President of BDI
and Co-Chair of TABD



Volker Sach
Managing Director,
F.A.Z.-Institut



Fred B. Irwin



Jürgen R. Thumann



Volker Sach

EVENING EVENT
on Nov. 14, 2012

- 7:00 p.m. **Cocktail Reception**
in the Commerzbank Tower, Frankfurt/Main
- 7:30 p.m. **Welcome**
Michael Reuther, Member of the Board of Managing Directors, Commerzbank AG
- 7:45 p.m. **Open Discussion – The Transatlantic Partnership after the US Elections: A New Beginning or Just Business as Usual?**
- **Klaus-Dieter Frankenberger**, Senior Editor for Foreign Affairs, Frankfurter Allgemeine Zeitung
 - **Kathryn Hauser**, US Executive Director, TransAtlantic Business Dialogue (TABD)
 - **Dr. Christoph von Marschall**, US Correspondent, Der Tagesspiegel
- Moderator: **PD Dr. habil. Markus Kaim**, Head of International Security Research Division, German Institute for International and Security Affairs

Followed by **Networking Reception**

DAY CONFERENCE
on Nov. 15, 2012

- 8:45 a.m. **Registration**
in Hilton Frankfurt Airport, Frankfurt/Main
- 9:30 a.m. **Welcome**
Fred B. Irwin, President, AmCham Germany
- 9:40 a.m. **Opening Remarks**
Philip D. Murphy, US Ambassador to Germany
- 10:00 a.m. **Keynote Address**
Hans-Joachim Otto, Parliamentary State Secretary, Federal Ministry of Economics and Technology
- 10:15 a.m. **Opening Panel – Growth through Cooperation? The Prospects of Transatlantic Free Trade amid the Sovereign-Debt Crisis and in a Multipolar World**
- **Hendrik Bourgeois**, Chairman, AmCham EU
 - **Dr. Indermit Gill**, Chief Economist of the Europe and Central Asia Region, World Bank
 - **James H. Quigley**, Senior Partner, Deloitte LLP; US Co-Chair, TransAtlantic Business Dialogue (TABD)
 - **Martin H. Richenhagen**, Chairman, President and CEO, AGCO Corporation
- Moderator: **Carsten Knop**, Senior Business Editor, Frankfurter Allgemeine Zeitung
- 11:15 a.m. **Coffee Break**
- 11:45 a.m. **Panel I – Cybertrends: How the Digital Revolution Is Changing the Face of Transatlantic Business**
- **Reinhard Clemens**, Member of the Board of Management, Deutsche Telekom AG; CEO, T-Systems

- **Dr. Thomas Hesse**, Member of the Executive Board; President Corporate Development and New Business, Bertelsmann AG
 - **Kevin P. Meehan**, Chief Information Security Officer, The Boeing Company
 - **Hinrich Voelcker**, Global Head of IT Security, Deutsche Bank AG
 - **Hubert Yoshida**, Vice President & Chief Technology Officer, Hitachi Data Systems
- Moderator: **Dr. Rex B. Hughes**, Cyber Security Fellow, University of Cambridge; Co-Director, Cambridge Cyber Defense Project

1:00 p.m. **Lunch**

2:00 p.m. **Workshops I**

- **Commerzbank AG**: Investing in Germany – Future Perspectives in Light of Regulatory Developments
- **Dräger Foundation**: Global Economic Ethics
- **K&L GATES**: Actively Addressing Challenges Presented by Cyberthreats
- **Mayer Brown LLP**: Fines, Unbundling, Damage Claims

3:15 p.m. **Coffee Break**

3:45 p.m. **Panel II – Industrial Companies on the Fast Track to the Future: Are the Rise of Megacities and the Need to Modernize Infrastructure Triggering a New Growth Cycle?**

- **Dr. Roland Busch**, Member of the Management Board and CEO Infrastructure & Cities Sector, Siemens AG
- **Barb Samardzich**, Vice President of Product Development, Ford of Europe

- **Dr. Frank Stieler**, Member of the Executive Board and CEO, HOCHTIEF Aktiengesellschaft

Moderator: **Dr. Melinda Crane**, Chief Political Correspondent, Deutsche Welle

5:00 p.m. **Keynote Address**

Prof. Dr.-Ing. Hans-Peter Keitel, President, Federation of German Industries (BDI)

5:30 p.m. **Coffee Break**

5:45 p.m. **Workshops II**

- **Deloitte**: Cybersecurity – Securing Processes, Managing Risks
- **DIN German Institute for Standardization**: Challenges Facing the Urban Infrastructure of Tomorrow
- **PricewaterhouseCoopers**: Post-Election International Tax Perspectives for the US
- **Verantwortung Zukunft**: Managing Growth, Globally and Responsibly

7:00 p.m. **Reception**

8:00 p.m. **Dinner**
with **Jürgen Fitschen**, Co-Chairman of the Management Board, Deutsche Bank AG

Followed by **Networking**

Evening Program and Reception in the Commerzbank Tower

Open Discussion – The Transatlantic Partnership after the US Elections: A New Beginning or Just Business as Usual?

During this year’s US presidential election, Europe played an unprecedented role: As the sovereign-debt crisis in the euro zone continued to produce a wave of economic repercussions that lashed at the shores of North America and threatened to stop US growth in its tracks, “Europe” evolved into a dirty word during the campaign. While candidates fervently dismissed European-style social and economic policies as the cause of the Old World’s woes, the US pivot toward Asia signified a loosening of transatlantic ties that potentially pushes Europe into the background. How will the transatlantic relationship develop in such an environment? Will the outcome of the presidential election spur a new beginning for the transatlantic partnership?

Welcome



Michael Reuther
Member of the Board of Managing Directors, Commerzbank AG

A member of the Board of Managing Directors of Commerzbank since 2006, Michael Reuther is responsible for investment banking and treasury. He began his career at Deutsche Bank AG in Frankfurt/Main, New York and London. His last position at Deutsche Bank was global head of liquidity management and head of Treasury Europe. He studied law and economics at universities in Göttingen and Freiburg as well as took courses at NYU’s Leonard Stern School of Business and at Harvard Business School.

Moderator



PD Dr. habil. Markus Kaim
Head of International Security Research Division, German Institute for International and Security Affairs

An expert in transatlantic defense and security policy, NATO and the UN, Markus Kaim heads the international security research division at the Berlin-based German Institute for International and Security Affairs (SWP). Since receiving his Ph.D. in political science from the University of Bonn in 1998, Kaim has taught at numerous universities in North America and Germany. He currently serves as an adjunct professor at the University of Zurich and as a guest instructor at the Hertie School of Governance in Berlin.

Speakers



Klaus-Dieter Frankenberger
Senior Editor for Foreign Affairs, Frankfurter Allgemeine Zeitung

Klaus-Dieter Frankenberger is the expert on the United States at the Frankfurter Allgemeine Zeitung. His broad experience in the country includes a congressional fellowship in the US House of Representatives, a Marshall fellowship at Harvard University and a Woodrow Wilson campus fellowship at Saint Mary’s College in Moraga, California. Frankenberger has been an editor at the F.A.Z. since 1986.



Kathryn Hauser
US Executive Director, TransAtlantic Business Dialogue (TABD)

Kathryn Hauser is the US Executive Director of the TransAtlantic Business Dialogue. Previously, she held senior-level positions at private-sector companies, including at Bell Atlantic Corporation (now known as Verizon). Hauser began her career in the Office of the US Trade Representative and served as Deputy Assistant USTR for Multilateral Negotiations.



Dr. Christoph von Marschall
US Correspondent, Der Tagesspiegel

Christoph von Marschall has headed the Washington office of the Berlin-based newspaper Der Tagesspiegel since 2005. After obtaining a Ph.D. in history, he began his career at the Süddeutsche Zeitung in 1989 before joining Der Tagesspiegel in Berlin in 1991. He has published a number of books about the US. Marschall received the Media Award from the Steuben-Schurz-Gesellschaft e.V. in 2010 for his biography of Barack Obama.





Opening Remarks, Keynote Addresses and Dinner Speech

Opening Remarks



Philip D. Murphy
US Ambassador to Germany

In August 2009, the US Senate confirmed Philip Murphy as the US Ambassador to Germany. From 1993 to 1997, Murphy headed the Frankfurt office of Goldman Sachs in Germany, overseeing all of the investment bank's activities in central Europe. Following his long career at Goldman Sachs, Murphy served from 2006 to 2009 as national finance chair of the Democratic National Committee. He has also been co-chair of a task force at the Center for American Progress and the Institute for America's Future.

Keynote Address



Hans-Joachim Otto
Parliamentary State Secretary,
Federal Ministry of Economics
and Technology

A member of the German Bundestag, Hans-Joachim Otto was named parliamentary state secretary in the Federal Ministry of Economics and Technology in October 2009. He is a member of the FDP Federal Executive Committee and was the spokesperson for the FDP parliamentary group from 1998 to 2005. He subsequently served as chairman of the Bundestag Committee on Cultural and Media Affairs until 2009. In March 2010, Otto was also named the Federal Government Coordinator for the Maritime Industry.

Keynote Address



**Prof. Dr. Ing.
Hans-Peter Keitel**
President, Federation of German
Industries (BDI)

Hans-Peter Keitel began his career at Lahmeyer International GmbH in 1975. In 1988, he was appointed to the Executive Board of HOCHTIEF AG as the member responsible for international business and was elected chairman in 1992. At the same time, he was appointed to the Executive Board of RWE AG. From 2005 to 2008, Keitel served as vice president of the Federation of German Industries (BDI). In 2009, he was elected BDI president and also appointed to the Presidential Board of BUSINESSEUROPE.

Dinner Speech



Jürgen Fitschen
Co-Chairman of the Management
Board, Deutsche Bank AG

Jürgen Fitschen was named co-chairman of the Management Board and the Group Executive Committee of Deutsche Bank on June 1, 2012. He has been a member of Deutsche Bank's Group Executive Committee since 2002. In 2004, he became responsible for the newly created Regional Management division based in Frankfurt and was named CEO of Deutsche Bank for Germany. In 2009, he was appointed to the Management Board of Deutsche Bank AG. Fitschen is also a member of the Supervisory Board of Metro AG as well as the Board of Directors of Kühne+Nagel International AG.



Growth through Cooperation? The Prospects of Transatlantic Free Trade amid the Sovereign-Debt Crisis and in a Multipolar World

The transatlantic relationship is the world's largest economic partnership: one only has to look at the depth of economic integration and the intense flow of cross-border investments to see this. Still, the creation of a High-Level Working Group on Jobs and Growth at the EU-US Summit in November 2011 is a clear sign that even more can be done to deepen and bolster transatlantic ties. As the economic muscle of emerging markets grows more powerful, the US-European bond will be put to the test. At the same time, the strength of this bond will largely determine the extent to which these new powerhouses will be successful in setting the global economic agenda. Is transatlantic free trade the key to bolstering the partnership and ensuring long-range growth and prosperity on both sides of the Atlantic?

Opening Panel
10:15 a.m. – 11:15 a.m.

Moderator



Carsten Knop
Senior Business Editor,
Frankfurter Allgemeine Zeitung

Carsten Knop has worked as an editor at the Frankfurter Allgemeine Zeitung since 1996. He served as a business correspondent in New York from 1999 to 2001 before moving to San Francisco to report on commercial activities on the West Coast, particularly in Silicon Valley. In the spring of 2003, he returned to the newspaper's main office in Frankfurt.

Speakers



Hendrik Bourgeois
Chairman, AmCham EU

Hendrik Bourgeois was elected chairman of AmCham EU in October 2011. He is also the Vice President for European Affairs at GE, where his previous positions include general counsel for EMEA; senior counsel for competition, regulation and government relations for Europe; and European Competition Counsel. In these roles, he supported all GE businesses with a wide variety of competition law matters involving mergers and acquisitions, distribution, R&D activities and compliance issues. He also headed the legal department of the business division GE Industrial Systems. Prior to joining GE, Bourgeois practiced law at Jones Day in Washington, DC, and Brussels.



Dr. Indermit Gill
Chief Economist of the Europe
and Central Asia Region,
World Bank

Since joining the World Bank in 1993, Indermit Gill has worked in both the Latin America and East Asia regional offices. He was the director of the 2009 World Development Report "Reshaping Economic Geography." He is also one of the lead authors of the recently released World Bank Report "Golden Growth: Restoring the Lustre of the European Growth Model." Gill has an M.A. in economics from the Delhi School of Economics and a Ph.D. in economics from the University of Chicago.



James H. Quigley
Senior Partner, Deloitte LLP;
US Co-Chair, TransAtlantic
Business Dialogue (TABD)

James Quigley is senior partner at Deloitte LLP. He was previously the Chief Executive Officer of Deloitte Touche Tohmatsu Limited, where he spent 37 years in numerous key management positions. He holds various leadership roles in a number of business organizations and committees. He is US co-chairman of the TransAtlantic Business Dialogue and a member of the boards of the German Marshall Fund of the United States and the Economic Club of New York.



Martin H. Richenhagen
Chairman, President and CEO,
AGCO Corporation

Martin Richenhagen was named President and CEO of AGCO Corporation in 2004. He has been Chairman of the Board of AGCO since August 2006. Before that, Richenhagen worked as an executive vice president at Forbo International SA, a Swiss manufacturing firm. He also served as Group President at CLAAS KgaA mbH. Richenhagen is a member of the Board of Directors of the US Chamber of Commerce.

Panel I 11:45 a.m. – 1:00 p.m.

Cybertrends: How the Digital Revolution Is Changing the Face of Transatlantic Business



Panel I

11:45 a.m. – 1:00 p.m.



The Information Age has pulled us closer together with our foreign competitors and business partners. It has sparked such crucial developments as social-media marketing and cloud computing – redefining business models and the way organizations are run. But cyberspace also has its downside. Cybercriminals or even nation-states lurk on the sidelines, ready to exploit its vulnerabilities. How can companies find the right balance between safeguarding their data and organizations while taking advantage of all the digital world has to offer? And how can companies and governments on both sides of the Atlantic work together to ensure that businesses profit from cybertrends? These and other questions will also be discussed in the workshops held by K&L Gates (page 18) and Deloitte (page 20).

Moderator



Dr. Rex B. Hughes

Cyber Security Fellow, University of Cambridge; Co-Director, Cambridge Cyber Defense Project

Rex Hughes is a cybersecurity fellow at Wolfson College, University of Cambridge, and the Munk School of Global Affairs, University of Toronto. He also serves as an adviser to NATO on cyberdefense. He founded and directed the first university-based Internet Studies program at the University of Washington in Seattle. There, Hughes developed iEnvo™, the first secure Internet communications platform for diplomats.

Speakers



Reinhard Clemens

Member of the Board of Management, Deutsche Telekom AG; CEO, T-Systems

Reinhard Clemens has been the member of the Board of Management at Deutsche Telekom AG responsible for T-Systems since December 2007, and is also CEO of T-Systems. On January 1, 2012, he assumed responsibility for all Group IT activities. Before joining Deutsche Telekom, Clemens worked at EDS, where, as chairman of the Executive Board, he was responsible for sales, business operations and strategy.



Dr. Thomas Hesse

Member of the Executive Board; President Corporate Development and New Business, Bertelsmann AG

Thomas Hesse is Chief Digital Officer and responsible for corporate development and new business at Bertelsmann AG. From 2004 to 2011, he served as President of Global Digital Business, US Sales and Corporate Strategy for Sony Music Entertainment in New York. Prior to that, he held such positions as Chief Strategic Officer at Bertelsmann Music Group, Executive Vice President and Head of Corporate Strategy at Bertelsmann AG and an executive role at RTL Television.



Kevin P. Meehan

Chief Information Security Officer, The Boeing Company

Kevin Meehan was named vice president of Information Technology and Chief Information Security Officer for the Boeing Company in 2010. Within The Boeing Company, he has served as vice president of IT Business Systems as well as vice president of IT Operations. Prior to joining Boeing, Meehan held various leadership positions over his 21-year tenure at Verizon Wireless, formerly Bell Atlantic Mobile. He also holds several patents for his work in the cellular industry.



Hinrich Voelcker

Global Head of IT Security, Deutsche Bank AG

As global head of IT security at Deutsche Bank, Hinrich Voelcker is responsible for the group's IT security. He began his career at Deutsche Bank in 2000 as IT head of the group's cash management and interbank clearing. In 2006, he was named CTO of Enterprise Services for North, Central and South America. Three years later, he assumed the position of CTO for Europe, the Middle East and Africa (EMEA). He has been responsible for global IT and security since 2010.



Hubert Yoshida

Vice President & Chief Technology Officer, Hitachi Data Systems

Hubert Yoshida is currently responsible for the technical activities of Hitachi Data Systems. As vice president of Data Networks, he helped to define Hitachi's strategy for storage area networks as well as other network-related storage and data technologies. Before joining Hitachi Data Systems in 1997, Yoshida spent 25 years with IBM, where he held management positions in hardware performance, software development and product management.

Panel II 3:45 p.m. – 5:00 p.m.

Industrial Companies on the Fast Track to the Future:
Are the Rise of Megacities and the Need to Modernize
Infrastructure Triggering a New Growth Cycle?

Panel II

3:45 p.m. – 5.00 p.m.

As the US economy slowly stirs from its long slumber, the country's congested, outdated infrastructure threatens to stand in the way of recovery. Meanwhile, Germany's infrastructure is being put to the test as the country turns its energy sector inside out in pursuit of greener growth. While this is creating unique business opportunities for industrial companies on both sides of the Atlantic, another trend on the other side of the globe is fueling an unparalleled need for infrastructure expansion and new, efficient solutions as a mass exodus makes its way from the rural countryside to megacities. How can these needs be met with solutions that promote sustainable development? What do these solutions look like? And will the investment in infrastructure in both developed and developing countries trigger a virtuous circle of economic growth? Trends in urban sustainable development will be discussed in the DIN workshop (page 21).

Moderator



Dr. Melinda Crane
Chief Political Correspondent,
Deutsche Welle

Melinda Crane is a frequent guest and commentator on German television and radio and regularly analyzes US policy for the news broadcaster n-tv. An experienced TV anchor, she is chief political correspondent at Deutsche Welle TV, where she also hosts the talk show "Quadrige" and the political magazine "People and Politics." Crane has also written for leading US publications, including the New York Times Magazine and the Boston Globe.

Speakers



Dr. Roland Busch
Member of the Management
Board and CEO Infrastructure &
Cities Sector, Siemens AG

Roland Busch is the CEO of the Infrastructure & Cities Sector at Siemens and is also responsible for the Asia-Pacific region. He joined Siemens AG in Erlangen, Germany, in 1994, where he worked as a project head in the corporate research and development department. He later worked in Shanghai, China, in 2005 as the President and CEO of Siemens VDO Automotive Asia Pacific Co. Ltd., before returning to Germany to head the mass transit division in the Transportation Systems Group. Prior to becoming Sector CEO, he was head of corporate strategy at Siemens from 2008 to 2011.



Barb Samardzich
Vice President Product Development,
Ford of Europe

In 2011, Barb Samardzich was named Vice President of Product Development at Ford of Europe. She previously held various key positions in product development as well as in the area of powertrain engineering. Among other things, she was responsible for the design and development of nine leading Ford and Lincoln models. She earned a degree in mechanical engineering and has received numerous awards, including the Women in Engineering Achievement Award 2004 and the Automotive News Top 100 Leading Women award in 2005 and 2010.



Dr. Frank Stieler
Member of the Executive
Board and CEO, HOCHTIEF
Aktiengesellschaft

Frank Stieler has been a member of the Executive Board of HOCHTIEF Aktiengesellschaft since March 2009 and CEO since May 2011. He also is in charge of the company's Europe and Asia Pacific divisions as well as the Public-Private Partnerships segment. Prior to joining HOCHTIEF, Stieler worked at Siemens, where he oversaw the Industrial Application Division of the Power Generation Group from 2001 to 2008. In 2008, he was appointed CEO of the Siemens Oil & Gas Division.

Commerzbank AG: Investing in Germany – Future Perspectives in Light of Regulatory Developments

US investors hold shares in many German companies and play an important role in IPOs as well as capital increases. Investors in the United States have even shown significant interest in M&A projects related to non-listed German companies. This workshop focuses on the latest developments and drivers for US investment in Germany and offers insight into recent regulatory developments: Specifically, could the JOBS Act, which the United States passed into law in April 2012, also serve as a model for the European and German capital markets?



Ute Gerbaulet
Managing Director & Global
Head of Equity Capital Markets,
Commerzbank AG

Ute Gerbaulet is global head of equity capital markets and managing director at Commerzbank. She has more than 18 years of experience in capital markets. She and her team specialize in advising mid- and large-cap corporations as well as private equity investors in Germany and Central Europe on the whole range of equity financing.



Dr. Philipp Mohr
Global Head of M&A Advisory,
Commerzbank AG

Philipp Mohr has been global head of M&A advisory at Commerzbank since 2009. Prior to this, he was managing director at Dresdner Kleinwort, which he joined in 2001. Mohr started his investment banking career at J.P. Morgan in London after working as a lawyer in Hamburg.

Dräger Foundation: Global Economic Ethics – Defining ‘Good Business’ in a Changing World

Will the Western world’s economic system of values withstand the financial and economic crisis and the growing economic power of Asia (and of China and India, in particular)? Or is a new value system needed, one that will enable us to face the global challenges of tomorrow? Will Asia mold this new system of values? How are German and US companies that do business in both Western and Asian markets responding to such changes in the global value system? And what impact will these changes have?

Moderator



Dr. Mark Young
President, Rational Games, Inc.

Mark Young is a freelance consultant and trainer who specializes in negotiation and mediation. He holds a Ph.D. in philosophy from Humboldt University and has a particular interest in ethics as well as decision and game theory. He has applied this knowledge as a customer consultant for Chase Manhattan Bank, as a strategic consultant for McKinsey & Company, as a partner at Price Waterhouse Corporate Finance, as a trade negotiator for the US Department of Commerce and at his own firm, Rational Games, Inc.

Speakers



Dr. Andrea-Victoria Noelle
Fellow, stiftung neue
verantwortung

Andrea-Victoria Noelle is currently a fellow at stiftung neue verantwortung, where she leads the Global Economic Ethics project. Before that, she worked at Beiersdorf AG in the Corporate Strategy and Mergers & Acquisitions units. Noelle has spent several years in China and in the US, holding positions at the German Chamber of Commerce in Shanghai and in Senator Snow’s office in Washington, DC. She is also an alumna of the German Marshall Fund Congressional Fellowship program.



Dr. Andreas Novak
Head of the Private Sector
Working Group, Transparency
International Deutschland

After earning a master’s degree in sinology, Andreas Novak went on to complete his doctorate in ethnology. He has accrued more than 20 years’ experience in management consulting at various companies. His areas of expertise include change management, conflict management and mediation as well as negotiation and creativity training. He volunteers for the global anticorruption organization Transparency International and heads the German chapter’s private sector working group.



Prof. Dr. Josef Wieland
Scientific Director, Konstanz
Institut für WerteManagement
(KleM)

Josef Wieland is a professor of business administration and business ethics at the Konstanz University of Applied Sciences. He also serves as scientific director of the KleM Institute for Intercultural Management, Values and Communication. Other current positions include director of the Zentrum für Wirtschaftsethik GmbH and member both of the Social Responsibilities of Organizations task force and of the CSR forum founded by the German Ministry of Labor and Social Affairs.

K&L GATES: Actively Addressing Challenges Presented by Cyberthreats

Cyberthreats are just one aspect of the fundamental debate on how to use technology that transcends national borders. But what are these threats? It is a term that invites various interpretations depending on geopolitics and culture. It encompasses espionage, information warfare, virus and hacker attacks as well as unintended security lapses emerging from software upgrades or maintenance procedures. This workshop will examine these cyberchallenges – drawing, among others, from best practices in the media industry – and discuss the practical and legal courses of action companies and governments can pursue.



Patrick Boos
Member of Group Executive Board and Chief Digital Officer, Ringier Axel Springer Media AG

Patrick Boos is responsible for strategic management and further development of digital activities in one of the largest media companies active in central and eastern Europe. He has many years of experience in the new media sector, which he gained in various positions, including at the television station Sat.1, as a founder of webmiles AG, as managing director of eBay Germany and at Hasso Plattner Ventures.



Dr. Tobias Bosch
Partner, K&L Gates LLP

Tobias Bosch advises leading German and international clients in the fields of information technology, data protection, outsourcing and new media. He also advises on telecommunications, in particular with respect to regulatory matters, operational contracts and transactions. Bosch is widely recognized as one of the leading legal consultants for telecommunications companies.



Dr. Friederike Gräfin von Brühl
Associate, K&L Gates LLP

Friederike Gräfin von Brühl is an associate in the Telecom, Media and Technology practice group of K&L Gates with a special focus on IP/IT law. Her experience in intellectual property law covers all aspects of copyright, trademark and competition law. The main areas of her practice are art law, complex licensing agreements and data protection law.



Markus Kummer
Vice President for Public Policy, Internet Society

Markus Kummer has extensive regional, national and international experience in Internet policy. Before joining the Internet Society, he was the Executive Coordinator of the Secretariat for the United Nations' Internet Governance Forum. Prior to that, he held the position of eEnvoy for the Swiss Foreign Ministry in Bern. Kummer also served as the Executive Coordinator of the WSIS Working Group on Internet Governance from 2004 to 2005.

Mayer Brown: Fines, Unbundling, Damage Claims – (Over)Sanctioning of Antitrust Law Infringements in the EU?

Companies are increasingly facing legal uncertainty as the risk of becoming entangled in long antitrust infringement battles rises. Draconian fines, mandatory unbundling and high damage claims from third parties harmed by anticompetitive behavior – are antitrust law infringements in the EU oversanctioned? Explore these three issues of enormous economic relevance with the former European Commissioner for Enterprise and Industry, Günter Verheugen, and a panel of Mayer Brown's legal experts.



Dr. Mark C. Hilgard
Partner, Mayer Brown, Frankfurt/Main

Mark Hilgard has extensive experience advising German and US companies on their business activities. His practice focuses on commercial, business and corporate law. He is the author of various publications on corporate law and on litigation issues. Hilgard is chair of the Rhine-Main Regional Committee and co-chair of the Corporate and Business Law Committee of AmCham Germany.



Günter Verheugen
Former Vice President of the European Commission

Günter Verheugen was a member of the German Bundestag from 1983 to 1999, thereafter serving as European Commissioner for Enlargement from 1999 to 2004. He subsequently was named Vice President of the European Commission as well as Commissioner for Enterprise and Industry. He is now an honorary professor at Viadrina University in Frankfurt/Oder.



Dr. Jens Peter Schmidt
Partner, Mayer Brown, Brussels, Düsseldorf

Jens Peter Schmidt is a partner in the Brussels and Düsseldorf offices of Mayer Brown's antitrust and competition practice and heads its German antitrust practice. He has gained considerable experience in responsibly handling second phase (in-depth) investigations before the European Commission and the German Federal Cartel Office and represents clients in cartel case investigations. Schmidt also structures and advises compliance programs.



Robert Klotz
Partner, Mayer Brown, Brussels

Robert Klotz advises international clients on all issues of EU competition, energy and telecommunications law. He has worked as a practicing attorney in Brussels since 2007, after serving as an official in the European Commission's Directorate-General for Competition for close to 10 years. In addition to his client work, Klotz teaches EU competition law at universities in Saarbrücken and Berlin.



Dr. Jan Kraayvanger
Partner, Mayer Brown, Frankfurt/Main

Jan Kraayvanger is a partner in the Frankfurt office of Mayer Brown's litigation and arbitration practice. He joined the firm in 2002 and advises national and international clients on a wide range of commercial arbitration and litigation matters. Kraayvanger specializes in corporate, post-M&A, financial, commercial and cartel law.

Deloitte: Cybersecurity – Securing Processes, Managing Risks

Recent cyberattacks clearly show that no industry or company is safe. Banks are just as likely to come into the crosshairs of cybercriminals as the entertainment industry, the public sector and technology providers are. How can companies protect themselves and their data from cyberattacks while still pursuing the business opportunities offered by the digital world? The speakers – including a seasoned expert from the financial sector – will share best practices from their day-to-day work to illustrate how the corporate world can arm itself against these modern-day challenges.



Hinrich Voelcker
Global Head of IT Security,
Deutsche Bank AG

As global head of IT security at Deutsche Bank, Hinrich Voelcker is responsible for the group's IT security. He began his career at Deutsche Bank in 2000 as IT head of the group's cash management and interbank clearing. In 2006, he was named CTO of Enterprise Services for North, Central and South America. Three years later, he assumed the position of CTO for Europe, the Middle East and Africa (EMEA). He has been responsible for global IT and security since 2010.



Dr. Andreas Knäbchen
Partner, Deloitte

Andreas Knäbchen is a partner at Deloitte's Enterprise Risk Services. For many years, he has advised banks, insurers and international companies about IT-governance and information-security issues. He routinely leads audits and consulting projects involving business processes, IT systems and internal controlling systems. Before joining Deloitte, he spent eight years as head of the security and resilience practice at a leading international consultancy. Before that, he worked for four years as a project manager for large-scale, international IT projects at a DAX30 company.



Peter J. Wirnsperger
Partner, Deloitte

Peter Wirnsperger is a partner at Deloitte's Enterprise Risk Services, where he is in charge of cybersecurity. He advises customers in building up their organizational and technical security programs to maintain secure business operations and to defend against cybercriminals. Wirnsperger has over 15 years' consulting experience in IT and information security and has a strong track record serving large German and international customers from almost every industry.

DIN German Institute for Standardization: Challenges Facing the Urban Infrastructure of Tomorrow – Sustainable Development of Municipalities, New Standardization Activities at DIN and ISO

Maintaining the sustainability of cities and municipalities as well as their residents' quality of life is a major challenge for society. Highly respected speakers from business, politics, science and academia will present opportunities for and initial approaches to sustainable development, discuss how these concepts can be refined and introduce their own ideas. The workshop will also serve as a platform for creating new partnerships and initiatives with the aim of devising standardization strategies for this issue of the future.

Moderator



Andrea Schröder
Communications Manager
DIN German Institute for
Standardization

As communications manager for DIN, Andrea Schröder is responsible for public relations in the public affairs division as well as for the organization's internal communication. Schröder, who studied business administration, has many years of experience in communications. Before joining DIN, she worked for various service providers as a spokesperson and head of business communications.

Speakers



Karl-Ludwig Böttcher
Director, Association of
Towns and Municipalities in
Brandenburg

Since February 1994, Karl-Ludwig Böttcher has served as director of the Association of Towns and Municipalities in Brandenburg, which he cofounded in 1990. He is also a member of the executive committees of the German Association of Towns and Municipalities and the German Association of Cities as well as a member of the Presidial Board of DIN e.V. From 1990 to 1994, Böttcher served as mayor of the municipality of Zeuthen in the northeastern German state of Brandenburg.



Dr. Andrea Fluthwedel
Manager, Principles of Environmental
Protection Standards
Committee, DIN

Andrea Fluthwedel heads Technical Group 1.4 at DIN and manages several committees, including the Quality Management, Statistics and Certification Standards Committee (NQSZ) as well as the Principles of Environmental Protection Standards Committee (NAGUS). She is also the head of DIN's Coordination Office for Management System Standardization (KoSMaS). Fluthwedel worked at the German Environmental Agency from 1993 to 2001, where she served as scientific adviser for ecolabels, product policy, public procurement, sustainable consumption and standardization.



Dr. Harald Heinrichs
Professor of Sustainability
Politics, Leuphana University
in Lüneburg

Harald Heinrichs is professor of sustainability politics at the Institute for Environmental and Sustainability Communication and the Institute of Sustainability Governance at Leuphana University in Lüneburg. Since 2001, he has researched and taught at numerous universities in Germany and abroad. In 2008 and 2009, he worked as a CSR manager for KPMG. Heinrichs' fields of expertise include environmental and sustainability policy as well as the sociology of sustainable development.



André Müller
Coordinator, Federal Institute
for Research on Building, Urban
Affairs and Spatial Development;
Team Leader, Urban Energies

André Müller currently serves as team leader for Urban Energies in his role as coordinator at the Federal Institute for Research on Building, Urban Affairs and Spatial Development. In 2011, he was a senior research fellow at the Korea Research Institute for Human Settlements and the Masdar Institute of Science and Technology in Abu Dhabi. Prior positions include senior adviser at the Federal Ministry of Transport, Building and Urban Development from 2006 to 2007 and national expert to the European Commission in 1998.

PricewaterhouseCoopers: Post-Election International Tax Perspectives for the US

Held just one week after the national elections in the US, this workshop will examine the president-elect's tax agenda as well as the positions of the new majority parties in the Senate and House of Representatives. It will focus on international business taxation and discuss potential implications for US investments in Europe and Germany as well as for European and German investments in the US. Possible implications for the accounting and treasury function, KPIs or the potential need for restructuring on both sides of the Atlantic may also be debated.



Dr. Stefan Brunsbach
Partner, Tax and Legal Services,
PricewaterhouseCoopers AG,
Frankfurt/Main

Stefan Brunsbach joined PwC in 1994 and was named a partner in 2003. From 2007 to 2011, he led the German tax desk in New York. He specializes in international tax structuring and M&A advisory services to US-based private equity investors and multinational corporate clients. Brunsbach has wide-ranging experience in significant international tax structuring and M&A projects as well as cross-border corporate restructuring projects and refinancing transactions.



Christoph Gruss
Partner, Capital Markets and
Accounting Advisory Services,
PricewaterhouseCoopers AG,
Frankfurt/Main

Christoph Gruss has more than 15 years' experience in advising public companies. His focal areas include reporting and accounting advisory projects under IFRS and US-GAAP as well as on capital-raising transactions in Germany and abroad. Over the years, he has advised many clients of various sizes. Gruss is a German tax adviser as well as a US and German CPA.



Jürgen Lehnus
Partner, Assurance Services,
PricewaterhouseCoopers AG,
Frankfurt/Main

Jürgen Lehnus is a partner at PwC Frankfurt and has more than 20 years' experience advising German and US companies in both countries. He spent more than 10 of these years focusing on mergers and acquisitions, including post-deal integration, and has worked in Chicago, Düsseldorf, Frankfurt and New York. Lehnus served as the Head of PwC's German Business Group USA in New York until September 2012.



Christof Letzgun
Partner, Tax and Legal Services,
PricewaterhouseCoopers AG,
Frankfurt/Main

Christof Letzgun has more than 15 years' experience in advising multinational companies, including a two-and-a-half-year stint at PwC's European Tax Group in New York. He is a certified lawyer and tax consultant, and advises numerous multinational enterprises of various legal forms and from various industries on their inbound and outbound investments. Letzgun also advises companies on tax field audits.

Verantwortung Zukunft: Managing Growth, Globally and Responsibly

Growth is a widely recognized – but intensely debated – path to prosperity. Faced with climate change, a growing world population, finite natural resources and emerging markets' growing appetite for energy and raw materials, the international community must find a way to address these challenges in a concerted fashion. The definition of responsible growth management, as well as the importance placed on it, varies from country to country, depending on their relative levels of development and wealth. For this reason, it is crucial for the transatlantic partners to identify best practices from which the international community can benefit.

Moderator



Sylvia Blank
Department Head
of Communication Projects,
F.A.Z.-Institut

Sylvia Blank has served as Department Head of Communication Projects at the F.A.Z.-Institut since 2007. In this role, she is responsible for all projects related to the topic of communications. As of 2011, she has also served as project coordinator of the corporate initiative "Verantwortung Zukunft." After completing a two-year apprenticeship in journalism at a daily newspaper focusing on business reporting, Blank studied international economics in Tübingen and Dublin.

Speakers



Hans-Peter Baur
Division Head, Federal Ministry
for Economic Cooperation and
Development (BMZ)

Since July 2010, Hans-Peter Baur has led Division 111, which coordinates cooperation with the private sector and acts as the division's service point for businesses. After joining BMZ in 1992, he was responsible for promoting direct private investments and oversaw the German Development Service. From 2004 to 2010, he led the former Division 112, which managed private institutions' development activities, development and volunteer services and the German Development Service.



Dr. Ruprecht Brandis
Director External Affairs,
Head of Berlin Office,
BP Europe SE

Ruprecht Brandis began working at BP in 2004 as a senior political adviser. In 2010, he took over as director of external affairs for the Berlin Office of BP Europe SE. Fully qualified as a lawyer, Brandis previously held various positions at political institutions, including the German Embassy in Washington, DC, the German Federal Ministry of Economics and Technology and the German Chancellery.



Werner Netzel
Executive Member of the Board,
German Savings Banks Association
(DSGV)

Since 2006, Werner Netzel has been an executive member of the board of the German Savings Banks Association. He began his career in 1967 at Stadtsparkasse Köln and went on to hold various management positions within the Sparkasse Association. He then became a member of the board of Vereinigte Sparkassen Weissenburg, was subsequently appointed to the board of Sparkasse Straubing-Bogen and later named its chairman. From 2000 to 2006, Netzel served as vice president of Sparkassenverband Bayern.

To register and view the latest program, visit www.transatlantic-marketplace.de

Conference venues:

Evening event, Nov. 14, 2012

Commerzbank Tower

Kaiserplatz, D-60311 Frankfurt/Main

Telephone: +49 69 136-20

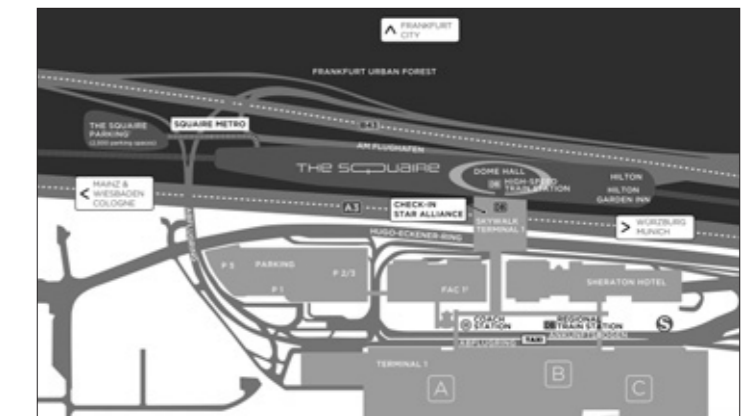


Day conference, Nov. 15, 2012

Hilton Frankfurt Airport

THE SQUAIRE, Am Flughafen, D-60600 Frankfurt/Main

Telephone: +49 69 2601-2000



We recommend the following accommodations:

We have reserved a block of rooms in the hotels listed to the right. Please mention "Transatlantikkonferenz" when booking a room. The special room rate will be available until Oct. 23, 2012.

Please arrange room reservations and payment yourself.

Hilton Frankfurt Airport

THE SQUAIRE, Am Flughafen,
D-60600 Frankfurt/Main
Telephone: +49 69 2601-2000
Overnight stay including breakfast:
Single room €199.00
Double room €209.00

Hilton Garden Inn Frankfurt Airport

THE SQUAIRE, Am Flughafen,
D-60600 Frankfurt/Main
Telephone: +49 69 4500-2500
Overnight stay including breakfast:
Single room €160.00
Double room €175.00

For questions on the day of the conference, please contact: Dr. Meghan Davis, +49 170 2307112

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