



Transatlantic Dialogue  
Sustainable Mobility



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern

## TRANSATLANTIC DIALOGUE: SUSTAINABLE MOBILITY

# Study Trip to Germany

November 2017



Supported by:



Federal Ministry  
for Economic Affairs  
and Energy



on the basis of a decision  
by the German Bundestag



## **Transatlantic Dialogue Sustainable Mobility**



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### **About the program:**

The "**Transatlantic Dialogue - Sustainable Mobility**" program brings together leading German and US innovators to promote knowledge exchange through content-driven encounters. The program is organized by the German American Chamber of Commerce of the Southern US (GACC South) and is financially supported by the German Federal Ministry for Economic Affairs and Energy through the European Recovery Program (ERP; also known as the Marshall Plan).

The core of the program will connect German and American organizations, companies and institutions in the field of mobility/research/sustainability through targeted roadshow series in the US and delegation trips to Germany. The program establishes an exchange for best-practices focused on know-how transfer, technology development, best practices, case studies and much more.

### **First study trip to Germany:**

**Date:** November 6<sup>th</sup> – 10<sup>th</sup>

**Locations:**

- Frankfurt
- Stuttgart
- Berlin
- Magdeburg

### **Benefits of joining the delegation trip**

- Establish transatlantic contacts to internationalize your organization and its stakeholders
- Benefit from the best-practice exchange between organizations in Germany and the US
- Learn and experience firsthand how Germany implements innovative Mobility strategies
- Meet with your German "counterparts" in individual meetings tailored to your organization's background
- Enjoy German hospitality and culture

### **Program details**

The delegation trip will offer 15 selected participants to explore Germany during an intensive 5-day trip.

Participants are responsible for their own air fare to and from Germany.

**Overnight stays, meals, cultural activities, entrance fees and transportation are part of the program agenda while in Germany and are covered by the program!**



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**About the GACC South:**

The German American Chamber of Commerce of the Southern United States, Inc. (GACC South) was founded in 1978 to promote and support bilateral trade between Germany and the U.S. The GACC South is headquartered in Atlanta, Georgia, with a branch office in Houston, Texas. The GACC South serves eleven Southern states - Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee and Texas, and two U.S. Territories - Puerto Rico and the U.S. Virgin Islands. In addition, five local chapters located in Florida, North Carolina, South Carolina, Tennessee and Texas support the region, as well as our two affiliates the German American Business Chamber of South Florida (GABC) in Miami, Florida and the AlabamaGermany Partnership (AGP) in Birmingham, Alabama.

The GACC South is a private, non-profit organization and serves as the official representative of German industry and trade in the Southern U.S. It is part of an international network composed of 130 German foreign chambers of commerce and government offices in 90 countries. The GACCs are one of the largest bi-national chambers in the U.S.

**Address:**

1170 Howell Mill Rd, Ste. 300  
Atlanta, GA 30318

**Website:** <http://www.gaccsouth.com>

**Contacts:**

**Yasmina Sassi**

Manager, Federal Projects  
Email: [ysassi@gaccsouth.com](mailto:ysassi@gaccsouth.com)  
Telephone: 404 586 6825

**Sonja Sobota**

Consultant, Federal Projects  
Email: [ssobota@gaccsouth.com](mailto:ssobota@gaccsouth.com)  
Telephone: 404 586 6802



## Preliminary Itinerary

### **Day 1 – (11/06)**

Morning: **Arrival in Frankfurt**, Welcome by organizers

Afternoon: Site Visit: **House of Logistics & Mobility (HOLM) GmbH**

- Guided tour & Introduction of HOLM
- Roundtable Discussion
- Meet with incubators (innovative Mobility & Logistic startups)

*Pending: Meeting with City of Frankfurt Mobility Department/ City E-Mobility Network*

Evening: Welcome Dinner

Overnight stay in Frankfurt

### **Day 2 – (11/07)**

Morning: Drive to **Stuttgart** by train

Afternoon: Site Visit/Guided Tour:

**The Fraunhofer Institute for Industrial Engineering IAO**

- Workshop/Presentation
- Tour of ongoing projects such as the “city of tomorrow”

Evening: City Tour of Stuttgart (optional), Dinner

### **Day 3 – (11/08)**

Morning: Flight to **Berlin**

Afternoon: Meeting with **Smart City Initiative Berlin Partner**

- Introduction/ Welcome by the Berlin City Senate
- Tour Smart City reference projects
- Optional: Individual meetings with counterparts

Evening: Sight Seeing Tour of Berlin (optional), Group Dinner

Overnight stay in Berlin

### **Day 4 – (11/9)**

Morning: Drive to **Magdeburg** by train

Late Morning: Reception by the City of Magdeburg at the Town Hall

Guided City Tour

Afternoon: Visit: **Institute for Automation and Communication („Institut f. Automation und Kommunikation”, ifak)**

Evening: Drive back to **Frankfurt** by train

### **Day 5 – (11/10)**

Flight back to US



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**About our partners:**

**House of Logistics & Mobility (HOLM) GmbH**



This building brings together industry, science and society in order to advance topics of the future, creative processes, and innovations in the field of logistics and mobility. Various events, projects and offices in close vicinity to each other allow for the involved partners to meet. This is meant to facilitate the exchange of information and to inspire and promote cooperation. In order to generate business ideas, ideas and jobs, HOLM focusses on strengthening the competitiveness of universities, businesses and startups in the region.

Below is an overview of their activities:

- Projects and innovations
- Event Venue Management
- Office Lease Management
- Network and Cooperation
- Partner Services

**Website** (German only): <http://www.frankfurt-holm.de/de>

**Brochure (English):** <https://tinyurl.com/y8yh7swz>

**Address:**

House of Logistics & Mobility (HOLM) GmbH  
Geschäftsbereich Inhalte  
Bessie-Coleman-Straße 7, Gateway Gardens  
60549 Frankfurt am Main



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**IAO**

### **The Fraunhofer Institute for Industrial Engineering IAO**

Fraunhofer Institute for Industrial Engineering IAO helps companies and institutions introduce new business models and efficient processes to make their businesses more successful. With their in-depth knowledge of organizational structures and technologies, they have the skills you need to put applied research into practice. They participate in international networks, investigating and shaping the frontline themes that are most relevant to the future of Germany as a business location. Their goal is to systematically optimize the ways in which people, organizations and technology interact.

Fraunhofer IAO has its finger on the pulse when it comes to today's mega trends in technology and society. Their research focuses on the following key areas:

- Digitalization and its effects on human-machine interaction, work design and business models
- Opportunities and challenges of urbanization and the “future market city”
- Impact of demographic changes on skills, employment and work
- Sustainable mobility concepts based on intelligent technologies

Their clients range from major corporations and SMEs to public sector bodies and institutions. Their interdisciplinary teams bring together colleagues from a range of specialist fields, including business management and economics, computer science, engineering, natural sciences, and social science. They take a wide-ranging, holistic approach to analyzing key issues in order to pinpoint the most practical and feasible solutions.

They work closely together with their partner institute – the Institute of Human Factors and Technology Management (IAT) at the University of Stuttgart – as well as the Technical University of Berlin and a number of other institutes of higher education. Combined, Fraunhofer IAO and the IAT employ about 650 people and have a total of 15,000 m<sup>2</sup> of office space, demonstration centers, and development and test laboratories.

**Website:** <http://www.iao.fraunhofer.de/lang-en>

**Address:**

Fraunhofer Institute for  
Industrial Engineering IAO  
Nobelstraße 12  
70569 Stuttgart



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## **Institut f. Automation und Kommunikation**

### **(Institute for Automation and Communication, ifak)**

The "Institut f. Automation und Kommunikation" (ifak), founded in 1991, whose legal operator is the registered association of the same name, ranks among the German Research-Mittelstand and is one of the founding members of the "Deutsche Industrieforschungsgemeinschaft Konrad Zuse e.V.". The institute carries out applied research on "Information and Communication Technology and Automation", "Water and Energy", "Measurement Technology and Power Electronics" and "Transport and Assistance". In around 75 projects of research annually, ranging from feasibility studies to complex development projects, ifak is a partner to industry. It is a reflection of the cross-sectional character of automation and information technology that the customers come from the widest range of industries in addition to electrical engineering.

Mobility means a lot more than just to travel quickly from A to B. Demographic change, limited infrastructure resources and fossil fuels, but also laws for noise and environmental protection require new, intelligent mobility concepts. Cooperative and Intelligent Transport Systems (ITS) are the key to a sustainable, environmentally friendly and energy-efficient mobility. Additionally, the use of mobility services as well as the equal participation in society require a good state of health. Assistive systems can help reduce or even compensate mobility constraints. Not only the smooth interaction of complex technical systems is critical – equally important is the cooperation between research, business, government and the public sector.

With the close scientific and technical exchanges between the research areas of the other ifak departments and with the interdisciplinary focus of the research and development projects, the department transport and assistance meets these claims. The knowledge and the scientific competence of the employees are the foundation for successful research and development. With this ambition strictly directed to innovation, the department transport and assistance also wants to assert itself in the competition of prospective R&D projects.

**Website:** <https://www.ifak.eu/en>

#### **Address:**

Werner-Heisenberg-Str. 1  
39106 Magdeburg



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### **Berlin Partner GmbH – Smart City Initiative**

Berlin is not only one of the most attractive business hubs in Germany; it is also a laboratory for efficient infrastructure, informational networking, sustainable mobility, creativity and combining high productivity with high quality of life.

Smart City is the integrated approach to all the future topics with which Berlin, as a city, will be dealing with in the decades to come. It is about anticipating trends and developments in all areas that affect life in a big city. The idea is to use ICT to develop concrete solutions to make the city more efficient, healthier, more sustainable, more livable and cleaner. In addition to benefiting citizens, climate protection, resource conservation and sustainability are of particular importance. It is necessary to create an organizational framework and network decision-making processes in the cities in order to establish smart technologies.

This includes production processes, services and technologies as well as infrastructures, which will be integrated, networked, mutually supported and implemented through the new “smart” information and communication technologies.

In Berlin, there are already many interdisciplinary projects that generate and utilize synergies from the public sphere, science and research, as well as businesses. Thanks to the excellent research landscape and the large number of innovative companies, the city already has a huge potential, particularly in the fields of

- energy technologies
- transport | mobility | logistics
- information and communication technologies
- healthcare industries,
- photonics

Thus there is a clear political commitment for Berlin as a smart city. In April 2015, the Berlin Senate decided on the Smart City Berlin Strategy. The objectives of the smart city strategy include expanding the international competitiveness of the Berlin-Brandenburg metropolitan region, increasing the resource efficiency and climate neutrality of Berlin by 2050, and creating a pilot market for innovative applications.

Berlin Partner for Business and Technology is helping implement these objectives. As an association for developing businesses and promoting technologies, they support growth and innovation in Berlin. Smart city plays an essential role in that. Their expertise and comprehensive service and information offers allow them to support companies and projects with all smart city-related topics and make them the central point of contact in Berlin.

**Website:** <https://www.berlin-partner.de/en/the-berlin-location/smart-city-berlin/>

**Address:**

Berlin Partner für Wirtschaft und Technologie GmbH  
Fasanenstr. 85  
10623 Berlin