

Organizers



In cooperation with



## PROGRAM

# The Transatlantic Marketplace: Challenges and Opportunities Beyond 2010

Fourth Annual Transatlantic Business Conference

Strategic inspiration and impulses for the economic and political partnership

Oct. 27-28, 2010 ▪ Commerzbank Tower, Frankfurt/Main ▪ Sheraton Hotel, Frankfurt/Main

Co-organizers



## Organizers



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# Welcome

## Dear Participants of the Fourth Annual Transatlantic Business Conference,

Is this really it? A G-20 summit at which Angela Merkel and Barack Obama agree to disagree on key issues of economics and policies. A financial market reform, in which European nations continue down individual paths while remaining silent with respect to transatlantic coordination. And an environmental policy that seems to be characterized attempts to limit by local damages and by global helplessness.

This can't be all there is – and it isn't. Admittedly, domestic politics seem to dominate the scene on both sides of the Atlantic. However, a great deal of what appears to be a national issue is, in fact, a joint challenge. How can a health care system be built that is fair, efficient and fiscally viable? How can countries secure their energy supplies without making themselves vulnerable to geopolitical or ecological dependencies? How can governments stimulate the economy without increasing federal deficits beyond sustainable levels? And how can future systemic crises within the financial sector be avoided, without overly restricting banks?

And indeed: even with current politics conveying a contradictory impression, the transatlantic dialogue continues unwaveringly on – in government commissions and work groups, on a personal, corporate and organizational level.

The Fourth Annual Transatlantic Business Conference aims to underline these points through enlightening keynote speeches, panel-discussions with prominent officials and in-depth workshops. During these events, we hope to offer strategic inspiration as well as motivation and ideas for daily business operations and provide possibilities for the extension of personal interaction on a transatlantic level.

We hope that in its fourth year the conference will once again be an inspirational, successful and enjoyable time, one which underscores the relevance of the transatlantic relationship in economic areas. We would like to express our gratitude once more to our co-organizers, supporters and contributors from both sides of the Atlantic, without whom the conference would not have been possible.



Fred B. Irwin  
President, AmCham Germany



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



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

A handwritten signature in black ink, appearing to read 'F. B. Irwin'.

Fred B. Irwin

A handwritten signature in black ink, appearing to read 'Jürgen Thumann'.

Jürgen R. Thumann

A handwritten signature in black ink, appearing to read 'V. Sach'.

Volker Sach

# Program overview

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## Evening event on Oct. 27, 2010

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- 7:00 p.m.: **Cocktail reception**  
Commerzbank Tower, Frankfurt/Main
- 7:30 p.m.: **Welcome**  
**Dr. Eric Strutz**, Chief Financial Officer, Commerzbank AG
- 7:45 p.m.: **Open discussion**  
**Where has the ambition gone?**  
**Hans-Ulrich Klose, MP**, Vice Chairman,  
Committee on Foreign Affairs, German Parliament  
**Friedrich Merz**, Chairman, Atlantik-Brücke e.V., and  
Partner, Mayer Brown LLP, Berlin  
**Bruce Stokes**, National Journal  
**Jürgen R. Thumann**, President of BusinessEurope,  
Vice President of BDI and Co-Chair of TABD  
  
Moderator: **Klaus-Dieter Frankenberger**,  
Senior Editor for Foreign Affairs, Frankfurter Allgemeine Zeitung
- Followed by: **Networking**

## Day conference on Oct. 28, 2010

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- 8:45 a.m.: **Registration**  
Sheraton Hotel, Frankfurt/Main
- 9:30 a.m.: **Welcome**  
**Fred B. Irwin**, President, AmCham Germany
- 9:40 a.m.: **Opening address**  
**Philip D. Murphy**, US Ambassador to Germany
- 10:00 a.m.: **Opening panel**  
**Growth models at the crossroads**  
**Hans W. Reich**, Global Chairman, Public Sector Group and  
Chairman of the Supervisory Board for Citigroup Global Markets  
Deutschland AG  
**Peter Y. Solmssen**, Member of the Managing Board  
and General Counsel, Siemens AG  
**Dr. Jürgen Stark**, Member of the Board of Directors,  
European Central Bank  
**Jürgen R. Thumann**, President of BusinessEurope,  
Vice President of BDI and Co-Chair of TABD  
  
Moderator: **Carsten Knop**,  
Senior Business Editor, Frankfurter Allgemeine Zeitung
- 11:15 a.m.: **Coffee break**

Please go to  
[www.transatlantic-marketplace.com](http://www.transatlantic-marketplace.com)  
for your registration  
and up-to-date information.

- 11:45 a.m.: **Panel I**  
**Energy and climate protection:  
The audacity of sustainability**  
**Tuomo J. Hatakka**, CEO, Vattenfall Europe, and Senior Executive Vice President, Vattenfall AB  
**Dr. Graeme Sweeney**, Executive Vice President, CO<sub>2</sub>, Shell  
**Yannis P. Tsavalas**, President, Europe, Middle East and Africa (EMEA), Eaton Corporation  
**Gregg A. Wechsler**, Member of the Managing Board, ExxonMobil Central Europe Holding GmbH  
**Matthias Willenbacher**, CEO, juwi group  
Moderation: **Dr. Günter Burghardt**, former EU Ambassador to the United States and Senior Counsel, Mayer Brown LLP, Brussels
- 12:45 p.m.: **Lunch**
- 2:00 p.m.: **Workshops I**
  - The US – Don't count it out! Prospects. Strategies. Goals. (Commerzbank AG)
  - Future energy – Supply security, risk management & ecological sustainability (Dräger Foundation)
  - Compliance requirements for German companies (Mayer Brown LLP)
  - Transatlantic tax strategies – New trends or old wine in new wineskins? (PricewaterhouseCoopers)
- 3:15 p.m.: **Coffee break**
- 3:45 p.m.: **Panel II**  
**Financial market regulation: More questions than answers**  
Introductory remarks: **Prof. Dr. Friedhelm Kläs**, Managing Director, Deloitte & Touche GmbH  
**Rainer Beaujean**, Chief Financial Officer, DemagCranes AG  
**Michael Bonacker**, Divisional Board Member, Group Development & Strategy, Commerzbank AG  
**Dr. Klaus Mössle**, Managing Director, Fidelity Investment Managers  
**Dr. Karl-Peter Schackmann-Fallis**, Executive Director, Economics and Politics, German Savings Banks Association (DSGV)  
**Matthias Zachert**, Chief Financial Officer, Lanxess AG  
Moderation: **Alison Smale**, Executive Editor, International Herald Tribune
- 5:00 p.m.: **Coffee break**
- 5:30 p.m.: **Workshops II**
  - Sustainable prosperity – Success factors for a new era (Deloitte & Touche GmbH)
  - Retreating welfare systems: How are traditional roles changing? (Genworth Financial)
  - Global IP portfolio management – Opportunities and challenges (Jones Day)
- 6:45 p.m.: **Reception**
- 8:00 p.m.: **Dinner Speech**  
**Prof. Dr. Axel A. Weber**, President, Deutsche Bundesbank, and Member of the Governing Council, ECB



# Evening program and reception in the Commerzbank Tower

## Where has the ambition gone?

Whether it be the oil crisis, national security or health care reform – the political agendas on both sides of the Atlantic are dominated by domestic issues. In comparison, the list of transatlantic initiatives in 2010 remains short and fragmented. Common financial market regulation is moving further into the distance, economic and monetary policies are becoming points of conflict, and many geopolitical questions remain unanswered. Where has the initial enthusiasm after the election of Barack Obama gone? Where have the ambitions of Germany and Europe to influence the global agenda in partnership with America gone? Do times of crisis force a return to the national? And where could new transatlantic impulses arise in the future?

### Welcome



**Dr. Eric Strutz**  
Chief Financial Officer,  
Commerzbank AG

Eric Strutz has been a member of the Commerzbank AG Board of Managing Directors since April 2004. Strutz holds a doctorate in business administration and began his career at The Boston Consulting Group in 1993, where he became vice president, director and partner in 2000. A year later, he joined Commerzbank. There Strutz served as executive vice president of strategy and controlling until 2003 when he became chief financial officer.

### Moderator



**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.

### Speakers



**Hans-Ulrich Klose, MP**  
Vice Chairman, Committee on  
Foreign Affairs, German Parli-  
ament

Hans-Ulrich Klose was appointed coordinator for German-American cooperation by the German federal government in 2010. He is vice chairman of the Committee on Foreign Affairs in the German parliament and has been chairman of the German-American Parliamentary Group since 2003. Klose served as mayor of the Free and Hanseatic City of Hamburg. He later became chairman of the SPD parliamentary group and treasurer of the SPD. From 1994 to 1998, he served as vice president of the German Parliament.



**Friedrich Merz**  
Chairman, Atlantik-Brücke e.V.,  
Partner, Mayer Brown LLP

Friedrich Merz is chairman of the Atlantik-Brücke e.V. and partner at the international law firm Mayer Brown LLP. He heads the firm's Berlin office and also serves on Mayer Brown's international Partnership Board. He concentrates his practice on corporate matters, including mergers and acquisitions, and finance law. Merz was the economics and finance expert for the CDU, and has been a member of the German parliament from 1994 to 2009. He was chairman of the CDU/CSU parliamentary group from 2000 to 2002.



**Bruce Stokes**  
International Economics  
Columnist, National Journal,  
and Fellow, German Marshall  
Fund

Bruce Stokes is the international economics columnist for National Journal, a monthly columnist for the European Voice in Brussels and a transatlantic fellow at the German Marshall Fund (GMF). He is the author of the 2009 analysis of GMF's Transatlantic Trends Survey. Stokes is also co-author of "America Against the World: How We Are Different and Why We Are Disliked." Stokes is member and former senior fellow at the Council on Foreign Relations.



**Jürgen R. Thumann**  
President of BusinessEurope,  
Vice President of BDI  
and Co-Chair of TABD

The former president of the Federation of German Industries became president of the European industry and trade association BusinessEurope in 2009. He also represents the EU's businesses as co-chair of the TransAtlantic Business Dialogue. Trained in wholesale and foreign trade, Thumann took over his parents' business at age 19. In 1978 he founded the Heitkamp & Thumann Group where he serves today as chairman of the Advisory Board. In 2009 he also took over the majority of Heitkamp Bau and became chairman of its Supervisory Board.



## Opening address



**Philip D. Murphy**, US Ambassador to Germany

In August 2009 the US Senate confirmed Philip D. 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. After leaving this position, he became a principal of Murphy Endeavors, LLC. He has also been co-chair of a task force at the Center for American Progress and the Institute for America's Future. Murphy graduated from Harvard University with an A.B. in economics and received an M.B.A. from The Wharton School of the University of Pennsylvania.

## Dinner Speech



**Prof. Dr. Axel A. Weber**, President of the Deutsche Bundesbank and Member of the Governing Council of the ECB

Axel Weber has served as the president of the German Central Bank since 2004, which includes oversight in the areas of communication, economy and research as well as responsibilities on the Bank's Advisory Board, Board of Directors and a governor position with the International Monetary Fund. Weber has held professorial positions in the areas of international economics and financial studies and has been a visiting fellow at several institutions, including the IMF and Brookings Institution in Washington, D.C. Since 1990, Weber has been a research fellow at the Centre for Economic Policy Research in London.



## Growth models at the crossroads

Rarely do the basic foundations of economic policy stand in such opposition to one another as they did at the last G-20 Summit in Canada: The US wants to use government means for as long as possible to support the fledgling recovery, while Germany warns of unsustainable public debt and wants to reduce government aid sooner rather than later. The divergence points towards an underlying conflict that has become more pronounced during the crisis: what is the right balance between consumption and exports? Is austerity a virtue or a vice? Is Germany a role model or a freeloader in the global economy? And according to which model of growth should we construct our national economies in the future?

### Moderator



**Carsten Knop**  
Senior Business Editor,  
Frankfurter Allgemeine Zeitung

Carsten Knop became an editor at the Frankfurter Allgemeine Zeitung in 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 the Silicon Valley businesses. In the spring of 2003, he returned to the newspaper's main office in Frankfurt.

### Speakers



**Hans W. Reich**  
Global Chairman, Public Sector  
Group and Chairman of  
the Supervisory Board for  
Citigroup Global Markets  
Deutschland AG

Hans Reich is chairman of the supervisory board and the public sector group of Citigroup Global Markets Deutschland AG. Prior to joining Citigroup in January 2007, Reich was chairman of the board of managing directors at KfW Bankengruppe from 1999 to 2006. Having over 48 years of banking experience, Reich also currently holds positions, among others, as chairman of the supervisory board of Aareal Bank AG and serves as a member of the supervisory board of HUK-Coburg Versicherungsgruppe.



**Peter Y. Solmssen**  
Member of the Managing  
Board and General Counsel,  
Siemens AG

Peter Solmssen is a member of the managing board and general counsel of Siemens AG. Before joining Siemens in October 2007, Solmssen held various positions at General Electric Company between 1998 and 2007 – most recently as executive vice president and general counsel of GE Healthcare in Chalfont St. Giles, UK. As a senior partner at Morgan, Lewis & Bockius LLP in Frankfurt from 1989 to 1998, Solmssen specialized in international mergers & acquisitions and securities law.



**Dr. Jürgen Stark**  
Member of the Board of  
Directors, European Central  
Bank

Since June 2006, Jürgen Stark has been a member of the Executive Board of the European Central Bank (ECB) and honorary professor in the Economics Faculty at the Eberhard Karls University in Tübingen. From 1998 to 2006, Stark served two terms as vice president of the Deutsche Bundesbank, where he was responsible for international relations and internal auditing. During his term he also acted as a member of the Central Bank Council and was deputised for the president of the Governing Council of the ECB.



**Jürgen R. Thumann**  
President of BusinessEurope,  
Vice President of BDI  
and Co-Chair of TABD

The former president of the Federation of German Industries became president of the European industry and trade association BusinessEurope in 2009. He also represents the EU's businesses as co-chair of the TransAtlantic Business Dialogue. Trained in wholesale and foreign trade, Thumann took over his parents' business at age 19. In 1978 he founded the Heitkamp & Thumann Group where he serves today as chairman of the Advisory Board. In 2009 he also took over the majority of Heitkamp Bau and became chairman of its Supervisory Board.

## Energy and climate protection: The audacity of sustainability

In 2008 the Republicans in the United States launched their electoral campaign with, amongst others, the slogan “Drill, Baby, Drill!” to express their support of the US oil industry. Initially, the Democratic candidate Barack Obama also only half-heartedly advocated moving American energy supply in a truly new direction. Since the catastrophe in the Gulf of Mexico, the picture has radically changed. Deepwater Horizon serves as a symbol for energy issues around the globe. Is it possible to reconcile supply security and ecological compatibility? Does the price of energy really reflect its costs and risks? And which energy sources and consumption patterns are sustainable for the future?

### Moderator



**Dr. Günter Burghardt**  
Former EU Ambassador to the United States, Senior Counsel, Mayer Brown LLP, Brussels

Günter Burghardt has been working for the EU Commission since 1970, including as deputy chief of staff and political director since 1985, director general for external relations from 1993 to 1999 and as head of the European Commission Delegation in Washington, D.C. Since 2005, he has been senior counsel at Mayer Brown LLP. Burghardt is a member of the Board of Trustees of Friends of Europe, a think tank, and member of the Advisory Board of the Transatlantic Policy Network as well as of the European Institute in Washington.

### Speakers



**Tuomo J. Hatakka,**  
CEO, Vattenfall Europe, and Senior Executive Vice President, Vattenfall AB

Tuomo Hatakka has been the head of Business Group Central Europe at and senior executive vice president of Vattenfall AG, Stockholm, since 2005. Before that Hatakka was responsible for Vattenfall's activities in Poland, president and chief executive officer of Electrim Kable S.A., executive vice president and partner at Enterprise Investors and worked for Company Assistance Limited as well as Bain & Company, London.



**Dr. Graeme Sweeney**  
Executive Vice President, CO<sub>2</sub> Shell

A leading authority on energy, fuels and climate change, Graeme Sweeney is executive vice president of Shell's CO<sub>2</sub> organization. As such, he directs and coordinates all Shell's CO<sub>2</sub>-related activities, drawing on his extensive international experience accumulated in his 34 years at Shell. In addition, Sweeney serves on a number of boards as, among others, chairman of the Advisory Council of the European Technology Platform of Zero Emission Fossil Fuels Power Plants and co-chair of the EU's Carbon Capture and Storage Project Network Advisory Forum.



**Yannis P. Tsavalas**  
President, Europe, Middle East and Africa (EMEA), Eaton Corporation

As president of the Eaton Corporation's Europe, Middle East and Africa division, Yannis Tsavalas is responsible for promoting the regional interests of the company. Before joining Eaton in 2005 as chief technology officer, Tsavalas was vice president of technology for General Electric Lighting. He holds a master's of science in applied mechanics from the University of Manchester. With revenues of approximately USD 12 billion in 2009, Eaton corporation is one of the leading energy and technology companies in the world.



**Gregg A. Wechsler**  
Member of the Managing Board, ExxonMobil Central Europe Holding GmbH

Gregg Wechsler has been working for ExxonMobil for the past 19 years. During this time, he has served as assistant treasurer at Exxon Ventures and held positions as treasurer and later as controller at ExxonMobil Japan. After a brief stint as assistant treasurer at ExxonMobil Chemical Company, Wechsler joined ExxonMobil Central Europe, where he currently is a member of the board, business services manager and treasurer.



**Matthias Willenbacher**  
CEO, juwi group

Matthias Willenbacher founded the company juwi together with Fred Jung in 1996. The two executives have turned the initial two-man office into a leading international project developer of renewable energy systems with more than 900 employees and about 900 million euro in earnings (guideline for 2010). Willenbacher, a physicist, and Jung, an agricultural economist, aim to establish a purely renewable energy supply.

## Financial market regulation: More questions than answers

Who still remembers Pittsburgh? It seemed then that governments would find a collective answer to the turbulences in the financial markets. These hopes have all but disappeared. The interdependencies render themselves ever more complex, individual preferences prevail in many countries, and it is widely felt that financial markets shape their own regulation. Time has come for a frank discussion: what can be regulated, what not? And do new rules merely create new loopholes?

### Moderator



**Alison Smale**  
Executive Editor,  
International Herald Tribune

Alison Smale joined the IHT in 2004 from The New York Times, where she had been deputy foreign editor since 2002. Before joining the Times in 1998, she had served nearly 12 years as AP bureau chief in Vienna, covering eastern Europe. Before that, she worked for four years in the Soviet Union, writing about the transition from Brezhnev to Gorbachev. Smale was in New York on Sept. 11 and organized much of the prize-winning New York Times coverage of the war in Afghanistan and the later war in Iraq.

### Speakers



**Rainer Beaujean**  
Chief Financial Officer,  
DemagCranes AG

Since June 2007, Rainer Beaujean has been a member of the Management Board of DemagCranes AG and has assumed the position of chief financial officer. He started his professional career in 1995 in Group Accounting at Deutsche Telekom AG in Bonn. From there, he transferred to the staff of the board member responsible for finance and controlling before becoming head of controlling. In 2000, he joined the Management Board of T-Online International AG as CFO. In 2004, he was appointed chairman of the company's Management Board.



**Michael Bonacker**  
Divisional Board Member,  
Group Development &  
Strategy, Commerzbank AG

Michael Bonacker joined Commerzbank AG in September 2009 as head of Group Development & Strategy. He began his career at McKinsey & Company in 1990, becoming a partner in 1996 and head of the corporate finance and strategy practice division for Germany in 1999. In 2000 he joined Deutsche Bank AG, where he headed the financial institutions division for Germany, Austria and Switzerland, before moving to Lehman Brothers in 2005 as managing director of Investment Banking in London and Frankfurt.



**Dr. Klaus Mössle**  
Managing Director,  
Fidelity Investment Managers

Klaus Mössle has been managing director of Fidelity International in Germany since 2004. As head of institutional business and managing director of the German capital investment company, he is responsible for classical asset management and pension solutions for corporate customers. Previously, he was responsible for business with institutional investors during his eight-year term as managing director of German Asset Management. Mössle was president of the European Asset Management Association and chairman of the BVI special funds committee.

### Introductory remarks



**Prof. Dr. Friedhelm Kläs**  
Managing Director,  
Deloitte & Touche GmbH

Friedhelm Kläs has been with Deloitte for more than 20 years and is a member of its Global Financial Services Industries Board. He also teaches auditing and controlling at the University of Trier.



**Dr. Karl-Peter Schackmann-Fallis**  
Executive Director, Economics  
and Politics, German Savings  
Banks Association (DSGV)

Karl-Peter Schackmann-Fallis has been responsible for the economic and politics division as executive director of the German Savings Banks Association since 2004. The economist previously worked as a state secretary in the ministries of finance of Saxony-Anhalt and Brandenburg and was employed at the Policy Principles Directorate of the Federal Ministry of Economics, last of all as head of the Directorate-General for Communications and Postal Policy.



**Matthias Zachert**  
Chief Financial Officer,  
Lanxess AG

Matthias Zachert has been CFO of Lanxess AG since 2004. Before he became involved in the realignment of Kamps AG as its CFO in 2002, He held various positions in management at Hoechst Marion Roussel (HMR). As such, in 1999 he assumed responsibility for the financial integration of the pharmaceutical companies HMR and Rhône-Poulenc Rorer, which subsequently became Aventis Pharma as part of the merger between Hoechst and Rhône-Poulenc. In 2000 Zachert was appointed CFO of the International Region of Aventis Pharma, headquartered in Paris.

**Commerzbank AG:****The US – Don't count it out! Prospects. Strategies. Goals.**

Even though the US is currently in the midst of the largest economic upheaval of the past 80 years, it will continue to play a crucial role in international business as Germany's trading partner. During the crisis year of 2009, many German companies were even able to increase revenues and profits. On the basis of an economic review of the status quo, a medium to long-term forecast will be presented as well as the resulting opportunities and courses for action for German companies.

## Moderator and speakers



**Henning v. Gersdorff**  
Vice President and Head of German Desk, Commerzbank AG

Henning von Gersdorff has worked for Commerzbank AG in various positions since 1993. In 2008 the graduated agricultural engineer has assumed as head and senior relationship manager the German Desk North America at the New York branch of the bank.



**Peter H. Chase**  
Senior Representative in Europe, US Chamber of Commerce, Brussels

Peter Chase is senior representative in Europe for the US Chamber of Commerce. Prior to joining the Chamber in April 2010, Chase served as minister-counselor for economic affairs in the US Mission to the European Union. Before this, he was director of the State Department's Office of EU Affairs. In his 30 years as a foreign service officer, Chase has also served as chief of staff to the Under Secretary of Economic Affairs and as counselor and minister-counselor for economic affairs in the US Embassy in London.



**Ulrich Link**  
Senior Relationship Manager, Commerzbank AG

Ulrich Link has worked in the corporate banking department at Commerzbank AG for about 20 years. Since 2008 he has been employed as the senior relationship manager of the International Desk at the Frankfurt branch. Before that, Link worked for Commerzbank in South Korea and Singapore.



**Stefan Schweigert**  
Cash Management & International Business Division, Commerzbank AG

Stefan Schweigert has been the head of Cash Management and International Business at Commerzbank in New York since 2008. From 1999 to 2008, Schweigert was employed as a specialist for corporate banking at Commerzbank in Stuttgart.



**Bernd Weidensteiner**  
Senior Economist, Commerzbank AG

Since 2008, Bernd Weidensteiner has been employed as a senior economist at the Frankfurt branch of Commerzbank AG. Active in the field of economic research, Weidensteiner is responsible for drafting US economic outlooks.

**Dräger Foundation:****Future energy – Supply security, risk management & ecological sustainability**

The world's energy usage will most likely double by the year 2050. How can this growing need for energy be guaranteed to be economically – and at the same time socially and ecologically – viable? What kinds of new energy will dictate our future and which risks and opportunities are inherent in new technology – especially risky technologies like deep-sea drilling? How will potential risks be incorporated into future energy costs? And what should international crisis-management of environmental protection look like?

## Moderator and speakers



**Brent Goff**  
Business News Anchor,  
Deutsche Welle

Brent Goff is a business news anchor for Deutsche Welle's English-language program. He hosts a weekly business magazine show on the network called "Made in Germany" and provides analysis of American media, business and foreign policy for numerous German radio stations. Goff has received several scholarships and fellowships in Germany and currently teaches journalism at Touro College in Berlin. He previously held positions at CNN in Berlin and Washington. In 1995 he was awarded the Edward R. Murrow Prize for excellence in investigative journalism.



**Dr. Peter M. Blauwhoff**  
CEO, Deutsche Shell Holding  
GmbH

Peter Blauwhoff is CEO at Deutsche Shell Holding GmbH. He holds a degree in process engineering and began his career at Shell in 1981 in the Koninklijke/Shell laboratory in Amsterdam as a development engineer for oil processes. Among other positions, he has worked as a strategy consultant, director and CEO at various Shell businesses worldwide. Before joining Deutsche Shell Holding in 2008, he was program director of Downstream-One at Shell International Petroleum Company in London.



**Dr. Stefan Lechtenböhmer**  
Director, Research Group,  
Wuppertal Institute for Climate,  
Environment and Energy

Stefan Lechtenböhmer is director of the research group Future Energy and Mobility Structures at the Wuppertal Institute. He is responsible for applied research in regional, national and international energy and climate scenarios and for scenarios for a Sustainable Low Carbon Society. He was co-director of this group from 2008 to 2010, as well as of the group Energy, Transport and Climate Policy from 2004 to 2007. He is also a lecturer at the FernUniversität Hagen and the University of Koblenz-Landau.



**Dr. Christian J. Reichert**  
Geophysicist, Federal Institute  
for Geosciences and National  
Resources

Christian Reichert is head of the sub-department Marine Resource Exploration at the Federal Institute for Geosciences and National Resources in Hanover. Before assuming this position in 2009, he was head of the institute's sub-division Geophysical Research from 1993 to 2008. Reichert was employed at the Geological Survey of Lower Saxony, first as a scientific employee from 1977 to 1983 and then as a manager assistant for its German Continental Seismic Reflection Program from 1983 to 1991.



**Dr. Jan Martin Witte**  
Co-Founder and Fellow,  
Global Public Policy Institute

Jan Martin Witte is a co-founder of and fellow at the Global Public Policy Institute. He is based in Kampala, Uganda, and serves as an energy sector development adviser for the Kreditanstalt für Wiederaufbau (KfW). He also serves as a non-resident fellow for the American Institute for Contemporary German Studies of Johns Hopkins University. His areas of expertise include global energy policy, international development, corporate social responsibility and transatlantic relations. He holds a Ph.D. in international relations and economics.

## Mayer Brown LLP: Compliance requirements for German companies

The requirements for companies and management are increasing: new standards from supervisory authorities, the obligation to take action against white-collar crimes, stringent requirements in the implementation of compliance and data protection, and legal boundaries regarding internal company investigations. This workshop describes how you can avoid liability risks and provides practical solutions on how to implement compliance that is compatible with your company. Our experts will talk about their experience in advising international companies and give recommendations for action.

### Moderator and speakers



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

Mark Hilgard has extensive experience on advising German and US companies on their business activities. He advises them on all cross-border issues and also represents them in litigation and arbitration procedures. Hilgard concentrates his practice on commercial, business and corporate law. He is the author of various publications on corporate law and on litigation issues. He is chair of the regional chapter Rhein-Main as well as chair of the corporate and business law committee of AmCham Germany.



**Dr. Rainer Markfort**  
Partner, Mayer Brown LLP,  
Berlin

Rainer Markfort advises companies on the implementation of compliance systems, as well as on internal company investigations. He has many years of experience in the area of restructuring companies under company law, as well as insolvency law advice for creditors, shareholders and managers in a crisis.



**Dr. Christian Schefold, LL.M.**  
Of Counsel, Mayer Brown LLP,  
Berlin

Christian Schefold has comprehensive experience in the area of compliance. Before joining Mayer Brown LLP in 2009, Schefold headed Daimler AG's Compliance Consultation department. There he gave advice worldwide on the implementation of compliance requirements. He played a substantial role in establishing the global compliance organization of the Daimler Group.



**Tim Wybitul**  
Partner, Mayer Brown LLP,  
Frankfurt/Main

Tim Wybitul advises companies on data privacy, compliance and internal or regulatory investigations. Amongst other things, he has been leading a team of attorneys since 2008 which assists a large Swiss bank with regards to cross-border investigations initiated by the SEC, DOJ and IRS. He has extensive experience in representing international enterprises in court proceedings. Wybitul has released numerous publications on compliance topics, and he is an associate lecturer at the German University for Professional Studies in Berlin.

**PricewaterhouseCoopers:****Transatlantic tax strategies – New trends or old wine in new wineskins?**

Despite the increasing importance of other geographic marketplaces, US investments in Europe, as well as an increasing volume of European investments in the US, continue to be of utmost importance for the economies on both sides of the Atlantic. The workshop will discuss strategic aspects of structuring transatlantic inbound and outbound investments in the current economic environment. Key factors to be considered are the recent series of revised US-European tax treaties, as well as national tax developments in the US and important European marketplaces.

## Moderator and speakers



**Christof K. Letzgas**  
International Tax Structuring,  
PricewaterhouseCoopers,  
Frankfurt/Main

Christof Letzgas, an attorney and tax consultant, is a partner in the area of international tax structuring at PricewaterhouseCoopers. He advises numerous multinational companies about domestic and international investments. Letzgas has been working in the area of international tax planning for more than ten years. His experience includes two and one-half years at the European Tax Group of PricewaterhouseCoopers in New York. In his advising work, one of his focal points is tax-efficient, cross-border financing structures.



**Franck David**  
International Tax,  
Landwell & Associés,  
Paris

Franck David has been at Landwell & Associés since 1997 and is partner in their real estate and international tax services group. He is also a lawyer and a member of Hauts-de-Seine Bar. David has advised French and foreign investors on the scope of their investments in France (tax structure of the investment, tax due diligence for the buyer or vendor) for many years. He is also frequently involved in the area of transactional reorganization and outsourcing asset and real estate portfolios.



**Paul H. Nash**  
International Tax Services,  
PricewaterhouseCoopers,  
London

Paul Nash is a tax partner based in the Banking & Capital Markets Group in London. He leads PwC's Asset Finance and Leasing team and advises multi-national companies involved in asset finance on corporate acquisitions, disposals, structured finance and leasing, as well as general corporate tax matters. Nash also leads PwC's team of experts on the IASB/FASB's proposed changes to lease accounting. He is a member of the Finance & Leasing Association's Tax Review Group and Structured Asset Finance Group.



## Deloitte & Touche GmbH: Sustainable prosperity – Success factors for a new era

New products and processes, as well as changes in society's values, decisively influence our economic behavior. As a consequence of resource scarcity and climate change, sustainable prosperity and the corresponding search for innovative products and business models are increasingly becoming the focus of economic policy objectives. Within the context of this new paradigm, the opportunities and challenges on both sides of the Atlantic will be examined in this workshop with particular respect to renewable energy.

### Moderator and speakers



**Hans Günter Wolf**  
Partner, Deloitte Düsseldorf

Hans Günter Wolf is partner in Deloitte's Corporate Strategy Practice. He leads both the Energy & Resources Industry Practice and the Cleantech & Renewables Group of Deloitte in Germany. He has 18 years of industry and consulting experience. He has worked with major energy market players, global operating oil and gas companies and mid-sized energy companies. His focus is on M&A, portfolio optimization and regulation. Furthermore, he is specialized in programs of efficiency improvements and profitability, as well as in organizational restructuring and development on the basis of long-term strategies.



**Alexander C. Bielig**  
Director, Deloitte Frankfurt

Alexander Bielig joined Deloitte as a director in 2008 and leads the Germany Corporate Finance Advisory. He focuses on complex, cross-border transactions in the cleantech, energy and infrastructure sectors. Prior to this, he was at Hauck & Aufhäuser Privatbankers from 2000. Working on numerous M&A and ECM transactions, mainly in the Mid Cap field, he build up considerable expertise in various industries. From 1995 to 2000 he worked as a German chartered accountant and tax advisor in Deloitte's tax and auditing division in Berlin, specializing on financial services.



**David Krüger**  
Partner, Deloitte Munich

David Krüger, a Munich based partner, leads the German Corporate Finance Cleantech Practice, dealing mainly with complex, cross-border transactions in sectors like cleantech, energy and infrastructure. He has over 15 years experience advising cleantech companies, utilities, power companies and infrastructure funds. He has substantially advised on over 150 transactions within the infrastructure, energy and utilities sectors covering a range of asset classes including renewables, electricity and gas transmission and distribution, generation, oil and gas storage, water utilities, and transportation.

**Genworth Financial:****Retreating welfare systems: How are traditional roles changing?**

Discuss with an expert how, as a result of the economic crisis, governments are now focused on austerity measures and are unable to provide welfare support as they have in the past. Increasingly the burden is being passed to businesses who are required to provide more generous benefits, but it is also more likely that consumers will have to carry more of the burden through private provision. What are the roles of the state, businesses and individuals in terms of welfare support after the financial crisis?

Moderator and speaker

**Alexander Hoffmann**

Country Manager and  
Managing Director,  
Genworth Financial, Germany

Alexander Hoffmann is managing director and general manager of the Lifestyle Protection Division of Genworth Financial in Germany and Austria.

Before joining the company, he was head of sales at HBOS-efs and worked for 20 years in executive positions at leading international finance institutions. As managing director of cash.life, he introduced prize-winning product innovations to the market. Previously, Hoffmann was director of operations at AIG Financial Advisor Services.

## Jones Day: Global IP portfolio management – Opportunities and challenges

In a globalized economy, IP portfolio management is important not just for large corporations. For small and medium-sized enterprises with specialized know-how or technology, a systematic IP portfolio management is often crucial for success. The main objective of successful portfolio management should be to maximize the value of the individual property rights. The seminar explains how IP rights can be used and combined to safeguard business interests vis-à-vis (potential) infringers and competitors. Major differences between IP practices in the US and in Europe will be highlighted.

### Moderator and speakers



**Oliver Passavant**  
Partner, Jones Day

Oliver Passavant is partner in the Frankfurt office of Jones Day, after having worked for more than 10 years in the US.



**Dr. Andreas Ebert-Weidenfeller**  
Partner, Jones Day

The speakers are both experienced IP lawyers. Dorothee Weber-Bruls is a German and European patent attorney, whereas Andreas Ebert-Weidenfeller is a German attorney-at-law. Both have been practicing IP law for 18 years and are partners at Jones Day. Weber-Bruls heads the patent practice of Jones Day in Frankfurt and lectures on patent law at the University of Frankfurt. The IP Practice at Jones Day combines both IP prosecution (acquisition of IP rights) and IP litigation (enforcing IP rights) and is international in its outreach. It is also well-equipped to cover all aspects which are related with IP rights, such as anti-trust or regulatory issues.



**Dr. Dorothee Weber-Bruls**  
Partner, Jones Day

## Additional information

### Conference venues:

**Day conference, Oct. 28, 2010**

#### **Sheraton Hotel Frankfurt**

Airport, Terminal 1, Hugo-Eckener-Ring 15, D-60549 Frankfurt/Main  
Telephone: +49 69 6977 - 0



**Evening event, Oct. 27, 2010**

#### **Commerzbank Tower**

Kaiserplatz, D-60311 Frankfurt/Main, Telephone: +49 69 136 - 20



For questions on the day of the conference, please contact:  
Julia Knop, +49 173 6532247

### We recommend the following accommodation:

We have reserved rooms at the Sheraton Hotel Frankfurt that you can book by Oct. 6, by referencing "Transatlantic Conference".

Please arrange room reservations and payment yourself.

#### **Sheraton Hotel Frankfurt**

Flughafen, Terminal 1, Hugo-Eckener-Ring 15, D-60549 Frankfurt/Main

Telephone: +49 69 6977 - 1203 to - 1206

E-mail: [reservationsfrankfurt@sheraton.com](mailto:reservationsfrankfurt@sheraton.com)

Overnight stay including breakfast:

Classic room € 169.00

Registration and the latest  
program information are available at:  
[www.transatlantic-marketplace.com](http://www.transatlantic-marketplace.com)

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