

September 19  
In-Focus Country Series: Germany

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SEPTEMBER 19  
IN-FOCUS COUNTRY SERIES: GERMANY

[www.mitaonline.org](http://www.mitaonline.org)

This is one of the most comprehensive In-Focus Country meetings that MITA has ever pulled together on our important trading partner - Germany. From transportation specialists to German companies doing business in the Midwest, and vice versa, we have extremely experienced trade specialists and business development support to provide incredible insight on **September 19**. Join us at Class Omaha LLC to hear helpful hints, success stories, operational insight and much more on how to expand or strengthen your business footprint with Germany.

**Speakers and Topics:**

**Theo Freye**  
Retired CEO of CLAAS KgaA

- Doing business in Germany and the US: Opportunities and critical success factors
- Understanding the symbiotic relationship between the US and Germany
- Recognizing and addressing differences in customer and industry behavior
- Understanding business approaches
- Why Omaha

**Lavinia Haid**  
Business Development Manager-Germany  
Schenker Inc.

- Navigating Germany geographically-airports, ocean ports
- Current and projected import and export volumes for Germany
- Trade partners and product being traded
- Germany's economy

**Mark Zumdohme**  
President and CEO  
Graepel North America Inc.

- The transition from Germany to Omaha
- From small sales office to a local manufacturing operation
- Long-term contracts to sustain business

- Investing in Germany
- Cultural differences
- How the new tariffs affect our member companies
- Sentiment of the German ag sector and German public on disputed topics such as GMOs and antibiotics
- Overview of the German ag machinery landscape

The German American Chamber of Commerce® of the Midwest (GACC Midwest), headquartered in Chicago, was founded in 1963. GACC Midwest is an integral part of the German Chamber Network (AHKs) with 140 offices in 92 countries around the globe. Their continuing mission is to further, promote, and assist in the expansion of bilateral trade and investment between Germany and the United States, especially the Midwest. GACC Midwest actively helps German companies with their market entry, business expansion, recruiting and many other needs in the US. GACC Midwest's territory covers 14 US states: the 13 states of the Midwest (Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin) and Colorado.

**Omar Oweiss**  
**Director Washington D.C. Office**  
**Germany Trade and Invest (GTAI)**

- Brief intro to GTAI
- Comparison of Germany and Nebraska (plus other Midwest states)
- The economic importance and relationship they share
- Key industries and clusters in Germany and how they are setup
- Steps to accessing the German market and how GTAI can be of assistance

Germany Trade and Invest is the economic development agency of the Federal Republic of Germany. The company helps create and secure extra employment opportunities, strengthening Germany as a business location. With more than 50 offices in Germany and abroad and its network of partners throughout the world, Germany Trade and Invest supports German companies setting up in foreign markets, promotes Germany as a business location and assists foreign companies setting up in Germany.

**NOTICE OF MITA'S ANNUAL MEETING:** The 2018-2019 Board Slate will also be presented to the members at the annual meeting on September 19, 2018. The members in attendance will vote on the suggested Board Slate, the ballots will be tallied and the new Board of Directors will be announced at the end of this annual meeting.

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## EVENT DETAILS

- Date:** Wednesday, September 19, 2018
- Time:** 8:00-8:30 am -- Registration/Networking (breakfast included)  
8:30-12:10 pm -- Program
- Location:** Claas Omaha, LLC, 8401 South 132 Street, Omaha, NE
- Fee:** Platinum, Gold and Silver Members: FREE  
Bronze Members: \$35/person  
Non-Members: \$75/person  
Student/Retirees: \$35/person

# REGISTRATION

To register for this event, please contact Gloria Penas at **402.596.1210**, email us at [mita@mitaonline.org](mailto:mita@mitaonline.org), or just [click here](#) !

**Registration Deadline: Friday, September 14, 2018**

Late Registration Fee: \$10/person (after September 14)

Payment can be made at the door or sent to: MITA, P.O. Box 642123, Omaha, NE 68164 (no-shows will be billed).

## SPEAKERS

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**Theo Freye**  
**Retired CEO of CLAAS KgaA**



Theo W. Freye served as the Speaker of the Executive Board of CLAAS KgaA from his board election in 2005 until his retirement in November 2014 after 34 years of service. He was the highest ranking officer of the 11.500 employee company with a revenue of around \$ 5 billion worldwide. CLAAS KGaA, a family owned business - headquartered in Germany - is a leading provider of agricultural machinery ranking amongst the TOP 5 in the industry.

Prior to his election to the Executive Board Theo served in many roles at Claas: CLAAS KGaA, Harsewinkel, Germany, CEO from 2007-2014; CLAAS North America, Omaha, NE - 2002-2007; and General Manager, Caterpillar-Claas America, Omaha, NE, a joint venture, 1997-2002. In addition, Theo Freye held several managerial positions in engineering, product management and distribution. In the early 1990s, he was a board member of the German CLAAS distribution company instrumental in establishing a very successful distribution in Eastern Germany after the iron curtain came down.

During his tenure, CLAAS enjoyed a remarkable growth despite a challenging economic environment. CLAAS enlarged the business by organic growth as well as approaching new markets in either a greenfield approach or by acquisitions. This includes US and China and initiatives in Russia, India and South America. Today, as Senior Business and Strategy Advisor, he is involved in different industries as board member or in an advisory position in the US and Europe (e.g. Valmont Industries (USA), TII-Group (Germany), Armira Group (Germany)).

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**Lavinia Haid**  
**Business Development Manager-Germany**  
**Schenker Inc.**



Lavinia is the Business Development Manager on dedicated routes and trades. Her focus is on route development between Germany /SEE and the USA. She is also the Key Account Manager for consumer, chemical and automotive customers and Regional Account Manager for global accounts.

Prior to becoming Business Development Manager, she was the head of sales for DB Schenker in Ulm Area, Germany, where she supported and consulted clients in all matters of complex logistics services and supply chain management in order to generate business with Schenker, managed daily sales activities and periodical sales campaigns to accommodate goals of the company, analyzed sales statistics and reviewed market analyses, coordinated KEP-services, and established customer-service-centers.

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**Mark Zumdohme**  
**President and CEO**  
**Graepel North America Inc.**

Graepel North America is a Manufacturer of Perforated Metal Sheet Products for the Agricultural Machinery, Construction Equipment, Heavy Duty Truck and Automotive industries. Graepel offers its OEM customers Project Management, Product and Tooling development, Production, Surface Coating

solutions and Just in Time delivery. Mark Zumdohme founded Graepel North America in 2006. The business grew from a sales office to a successful manufacturing business. In 2014 Graepel built a 45,000 SF Plant on 7 acres in the Hilltop Industrial Park in Southwest Omaha. Mark was born and raised in Germany. Received his MBA at the University of Applied Sciences in Vechta, Germany. Lives in Omaha and is married with 3 children and is a member of the Millard Rotary Club.



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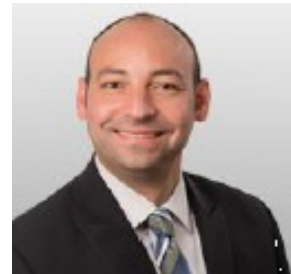
**Corinna Jess, Director**  
**Consulting Services & Trade Missions**  
**German American Chamber of Commerce of the Midwest, Inc.**  
**GACC Midwest | AHK USA - Chicago**



Corinna Jess is the Director, Consulting Services & Trade Missions. Each year, she and her team organize over 20 trade missions, delegations, and other market entry-related events. These trade missions and delegations expand bilateral trade and investment between Germany and the U.S., especially the Midwest. Corinna has ample experience in advising companies on their market entry strategy, as well as connecting people and businesses for know-how exchange and network building. Her focus areas include the energy and power sector, as well as agricultural and food industry topics. Prior to joining GACC Midwest in 2010, Corinna spent three years working in marketing and sales at a large German food manufacturer, as well as one year at an intellectual property and technology firm in the U.K. Corinna holds a Bachelor's degree in International Business Administration from the Berlin School of Economics and Law.

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**Omar Oweiss**  
**Director Washington D.C. Office**  
**Germany Trade and Invest (GTAI)**



Omar Oweiss has been involved with attracting foreign direct investment to Germany at Germany Trade and Invest, the foreign trade and inward investment pro-motion agency of the Federal Republic of Germany, in the Washington, D.C. office since 2007. Omar Oweiss held prior positions with Germany Trade and Invest's predecessor companies, the Industrial Investment Council and Invest in Germany. He has worked on site-selection projects on the four major industry teams, Renewables, Chemicals and Healthcare, Service Industries and Mechanical and Electronic Technologies. He currently focuses his attention on North American companies in the chemicals and life sciences sectors, specifically biomedical and medical device companies as well as specialty chemicals and new materials. Omar Oweiss received his M.A. in German cultural studies with a focus on business culture from the University of Maryland, College Park and a B.A. in Economics from the same institution. Prior to his career in economic development, Omar Oweiss worked for the Center of Strategic and International Studies, a think tank in Washington D.C. focusing on global policies.

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## 2018 SCHEDULE OF EVENTS

- September 19:** In-Focus Country Series: Germany and MITA Annual Meeting
- October 18:** Oxbow Animal Health Facility Tour
- November 15:** TBA
- December 7:** Holiday Networking Event: Lauritzen Gardens

**Become a MITA member TODAY and start NETWORKING!**

Visit [www.mitaonline.org](http://www.mitaonline.org) for membership details.

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**This meeting, as well as future meetings, may be eligible for NCBFA.**

**MITA | 402.596.1210 | Email: [mita@mitaonline.org](mailto:mita@mitaonline.org) | Website: [mitaonline.org](http://mitaonline.org)**

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