



Goethe-Institut Boston &  
The German-American Business Council of Boston  
invite you to a discussion and reception



*When business cultures collide...*  
**Do Germans and Americans understand each other?**

German-American cross cultural differences can make and break business deals. Is leadership being mistaken for aggression? Politeness for indecisiveness? Are your actions and communications being received the way you intended?

Join us for a provocative discussion with 3 top German executives whose companies have successfully breached the cultural divide, and author John Magee, a specialist in integrating Germans and Americans within global companies with 20+ years of experience.

- **Matthias Kempf** Director Development & Training Region Americas at Adidas Group
- **Karsten Xander** CEO & President for TUEV Sued America, Inc.
- **Dr. Wolfgang Daum** CEO, Boston Heart Lab
- **John Otto Magee** Consultant / Author "Verstehen Sich Deutsche und Amerikaner?"

**Moderated by:** Marius Carstensen, District Sales Manager, Lufthansa German Airlines

**Monday, March 29, 2010**  
6:00 til 8:00 pm

**Goethe-Institut Boston**  
170 Beacon Street  
Boston, MA 02116  
(617) 262-6050 x10

**Cost: \$25** (\$35 at the door)

**Space is limited. Pre-registration is encouraged. To register on-line with credit card, please go to: <http://gabc-boston.org/events/index.html>**

*For other methods of payment, please use form below:*

**RSVP March 29, 2010 Event:** "Do Germans & Americans Understand each Other" Cost: \$25 per person

Name & Company of attendee(s):

\_\_\_\_\_

\_\_\_\_\_

*Please choose a form of payment below:*

Enclosed find my Check for \$ \_\_\_\_\_ made payable to "GABC"  
Mail by **March 25, 2010** to GABC, 170 Beacon Street, Boston, MA 02116

if not paying on-line, fax your Credit Card info to GABC (617) 849-5951. :

Visa  Master  Amex Exp. date: \_\_\_/\_\_\_/\_\_\_

Card Number \_\_\_\_\_

Printed Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Email or Phone \_\_\_\_\_