



GERMAN-AMERICAN BUSINESS COUNCIL OF BOSTON, INC.

Dedicated to encouraging and cultivating German-American business and trade.

December 2008 German-American Business Council Newsletter

Dear GABC Members and Friends,

We continued some superb programming after the summer break which was well received and well attended, and I thank you for your overwhelming participation! We trust that you will continue to enjoy the next few upcoming meetings as we have some incredible events planned.

Our last event addressed European perceptions of the US Presidential elections and indicated how involved and excited not only US citizens and experts are but also Europe's diverse population. An international panel of experts led a very lively and interesting discussion which was also attended by our European partners: the British American Business Council and the French-American Chamber of Commerce.

We will be addressing issues of international economics and energy concerns at future events so please check your calendar to make sure you can attend!

This quarter's newsletter focuses on two subjects that keep our attention, climate change and the 'joys' of travel, especially to Germany. I want to thank our newest board member, Karsten Xander, the President and CEO of TÜV SÜD America for contributing the first article, and of course our stalwart and past GABC President, Marius Carstensen, Sales Manager for Lufthansa for filling many gaps and contributing the travel article.

We encourage you to become involved by interacting with your Board of Directors as well as other members by utilizing the GABC IntraNet. Should you have any questions, please do not hesitate to contact us.

Please accept my wishes for a happy and healthy holiday season!

Sincerely,

Brigitte Carangelo
President



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Upcoming Events

January 22, 2009:
Cross-cultural and educational issues, panel discussion.
Goethe-Institut Boston

February 11, 2009:
15th International Business Forum & Networking evening.
The Offices of K&L Gates

March 10, 2009:
Trends in European-American Biotech.
Location to be announced

April 16, 2009:
International Tax (and other legal) Issues.
Mintz Levin, Cohn, Ferris, Glovsky & Popeo, P.C., Boston

May 21, 2009:
European Union Joint Event. International Food Festival.
Location to be announced

June 13, 2009:

How to Address Climate Change: The Irreversible Path to Control Greenhouse Gas Emissions

By Karsten Xander
President and CEO
TÜV SÜD America



A heated topic today and for years to come, especially with a new political landscape in the U.S. post-presidential elections, Climate Change is a central focus area for businesses worldwide. The key question is how companies will deal with the consequences and partner with knowledge sources to help them best mitigate their carbon footprint, turn carbon into an asset, and even identify business opportunities.

Greenhouse gases such as carbon dioxide are commonly believed to contribute to acid rain and global warming, otherwise known as climate change. In response, various countermeasures have been implemented worldwide, such as the Kyoto Protocol and the European Emissions Trading Scheme.

Role of Renewable Energy Sources

Millions of years ago, fossil fuels such as oil, coal, and natural gas were formed. Once they are depleted, it will take millions of years to replenish them. In recent decades, there has been a strong focus on developing alternative solutions utilizing sources of renewable energy. This has led to experiments with solar steam for industry and solid wood, methanol gas, or liquid biofuels for engines, and provided solutions to use wind, water, geothermal energy, and solar power.

While renewable energy resources are cleaner and more abundant than fossil resources, they tend to be dispersed and more expensive to collect. Many of them, such as wind and solar energy, are intermittent in nature, making energy storage or distributed production systems necessary. Therefore, the direct cost of renewable energy is generally higher than the direct cost of fossil fuels. At the same time, fossil fuels have significant indirect or external costs, such as pollution, acid rain, and global warming. The debate continues how best to account for these external costs and assign the savings to renewable energy. Another policy issue is research and development support. Conventional forms of energy and nuclear power receive strong support from the federal government. U.S. government policy toward renewable energy has been inconsistent at best. In 1981, U.S. federal contributions to research in solar photovoltaics, solar thermal energy, solar buildings, biofuels, and wind energy research had soared to almost \$500 million. By 1990, the figure dropped to only \$65 million.

A global transition to renewable energy will have to include developing nations, where energy use in proportion to the world total grew from 20% in 1970 to over 35% by today. Western European nations, such as Germany, have begun commendable efforts, currently generating 13% of the country's electricity with renewable energy sources. The European Union target as a whole is to generate 18% of its energy from renewable resources by 2020.



Global Initiative on Carbon Trade

In December 1997, the Kyoto Protocol was signed in Kyoto, Japan by roughly 180 countries (except of Australia which joined 2007, and the U.S. as the only non-participating Western Nation) to reduce their greenhouse gas emissions between the years 2008 and 2012 to levels that are 5% lower than in 1990. Carbon trade came about as a direct response to the Kyoto Protocol.

Carbon is an element stored in fossil fuels. When fuels are burned, carbon dioxide is released and acts as the term known as "greenhouse gas." The idea behind carbon trading is quite similar to the trading of commodities in a marketplace. Carbon, in turn, is given an economic value, allowing people, companies, or nations to trade it. If a nation bought carbon, it would be buying the rights to burn it, and a nation selling carbon would be giving up its rights to burn it. The value of the carbon would be based on the ability of the country owning the carbon to store it or to prevent it from being released into the

Sommerfest. Location to be announced

For a complete listing, go to: [our Calendar](#)

Member Profile



Adrian P. Kendall
Attorney
[Norman, Hanson and DeTroy](#)

What's your connection with German-American business?

I am the Honorary Consul General of the Federal Republic of Germany for the states of Maine and New Hampshire and am also an attorney with a practice focused on corporate and commercial law. A significant international aspect of my commercial law practice has grown as my clients have diversified their global market positions. It has also been a logical extension of prior practice that involved maritime law. As a result, I have developed a deep knowledge of the legal and cultural issues surrounding international trade and investment. My ties with Germany and my fluency in German have allowed me to develop an even more specific depth of knowledge and experience that I have put to work for German companies investing and trading here in New England and US companies with interests in the German speaking countries of Europe. In 2004, I was selected as Special Advisor to Maine Governor Baldacci on his trade mission to Germany and Italy. In 2005, I was invited to brief New Hampshire Governor Lynch prior to his Trade Mission to Germany, the Czech Republic and the Ukraine. I am also a frequent

atmosphere.

It is estimated that the world carbon market could be worth \$3.1 trillion dollars by 2020. The estimate assumes that the United States adopts a cap-and-trade mechanism similar to the plan introduced in the Lieberman-Warner Climate Security Act and that the EU has in place a 25% emissions reduction target.

In this scenario, 67% of this market is held within the United States. The European Union, with the only cap-and-trade system already in place, will control the second largest share of the future carbon market. This projection represents a trading volume of 38 billion tons of carbon equivalent (Gt CO₂e) per year by 2020.

The Regulatory Landscape for Climate Change in the United States

Currently, there are no nationwide mandatory regulations in the U.S. governing the amount of carbon dioxide an organization can emit into the atmosphere. It is expected that President-elect Barack Obama will support a mandatory cap-and-trade system to reduce carbon emission 80 percent below 1990 levels by 2050. The government would set a ceiling on carbon emissions and require companies to bid for permits to emit greenhouse gases through an auction with no allowances.

However, the state of California has enacted a voluntary Greenhouse Gas Registry called the California Climate Action Registry, www.climateregistry.org. Participants in this program compile an annual inventory report summarizing greenhouse gases emitted by various sources throughout their organization.

The following is a snapshot of the current initiatives by U.S. state since no formal Federal initiative exists:



A myriad of regional efforts across North America are on-going, from the Regional Greenhouse Gas Initiative (RGI) in the Northeastern and Mid-Atlantic states to the Western Climate Initiative (WCI) throughout Western States and Canadian provinces, to the Midwestern Regional Greenhouse Gas Reduction Accord and the Southern Governors' Association (SGA) 74th Annual Meeting, with the intent of creating a regional strategy for consistency and controlling emissions, and more effective control of greenhouse gases, which are not bound by state or national borders. Furthermore, these initiatives have begun the much needed dialogue about what role each of these regions will play in the national debate.

What action should companies consider?

Given the limited rights to burn carbon in a regulated environment, a company could conduct carbon reduction projects, i.e. by installing state-of the art technology at production plants to reduce emissions and collect carbon rights. Approved third-party certifiers like TÜV SÜD for Kyoto protocol and other programs like the California Registry GHG reporting program need to validate and verify the accomplished results.

Validation is the process of independent evaluation of a project activity by a designated operational entity against requirements of the Clean Development Mechanism with the pre-condition for registration of project activity. Verification is the periodic independent review and ex post facto determination of the monitored reductions during the verification period. Certification is the written assurance.

Many organizations are preparing Greenhouse Gas Emission Inventories with third-party verification services to help prepare for current or future GHG reporting regulations.

These services include:

- Baseline determination and validation of relevant data
- Verification of algorithms and emissions factors used for calculations
- Verification of completeness of inventory

speaker on international trade and export topics in Maine and New Hampshire. Looking to the near future, I will be speaking at events organized by the Indo-German Chamber of Commerce in Kolkata (formerly Calcutta), India and also at the Indo-German Training Centre in Mumbai (formerly Bombay), this November.

What keeps you busy when you're not working?

The office of an Honorary Consul is entirely a volunteer undertaking and it is enjoyable, so I cannot call it work! I have organized events, such as those celebrating this year's 400th Anniversary of the first Germans to arrive in America and the 60th Anniversary of the Berlin Airlift, and met the most wonderful people - especially our veterans. Next year also promises to be busy with the celebration of another great landmark in world history and freedom - the 20th anniversary of the fall of the Berlin Wall. I also enjoy working with colleges, universities and high schools in my region to support and promote the study of German. On the more serious side, I have also assisted German citizens who have run afoul of the complex web of US immigration laws and those needing help with child custody and other matters. While this may not be fun, it is always deeply satisfying to be able to help those in need.

On a personal note, my two sons, George (7) and Kurt (5), also keep me very busy and on my toes. I also enjoy outdoor pursuits, especially winter sports such as skiing with the family, winter hiking in the White Mountains, and alpine mountaineering.

What do you like most about the GABC?

Although I do not make it to as many meetings as I would like, I enjoy the diversity of the

- Preparation of certification report
- Calculation of reduction potential

The market for Verified Emissions Reductions is growing dynamically around the world. Transparency and confidence in the voluntary offset market is still vague. As a consequence of the various initiatives, the following standards for such certification exist today:

- VCS (Voluntary Carbon Standard)
- VER+ (from TÜV SÜD)
- GS-VER (Gold Standard Voluntary)
- ISO 14065
- CCX

Understanding how to make carbon an asset for each organization is therefore a challenge, as each project differs in nature. Services units have been assessing climate change and carbon offset projects since 2000.

As one of the market leaders in third-party validation and verification of climate change measures, TÜV SÜD is accredited for all fields of technology by the United Nations Framework Convention on Climate Change (UNFCCC), and has assessed more than 400 projects worldwide. TÜV SÜD's experts are available to answer any questions about projects you are considering, or simply about how to get started.

For more information, visit www.tuvamerica.com/services/carbonmgmt.cfm, or for the California Climate Action, see www.the.climateregistry.org.

The Art of Easy Overseas Travel

[From your friends at Lufthansa](#)



Traveling can be stressful, but here are some suggestions to make your upcoming travel experience more comfortable. Here are some exercises as a means of overcoming the stress of flying overseas - so sit back and relax.

Relax!

Relaxation exercises against the travel stress

Position yourself comfortably in your seat, lay your hands loosely on your belly and breathe in slowly and deeply through your nose. When breathing out again through mouth and nose watch how your belly bulges out noticeably. With this conscious breathing technique you will do your body a lot of good as you provide it with an extra portion of oxygen and new energy.

A trick to relax your eyes

Sit comfortably, rub your hands together to warm your palms, and then place them over your closed eyes to shut out all light. Now take a deep breath and think of a pleasant situation - after three minutes you will have gathered fresh strength.

A special treat for your face

With your fingertips, put light pressure on your forehead while tapping your skin softly. Work yourself slowly over the rest of your face and enjoy the relaxing effect.

Relaxation for your feet

It is best to take off your shoes as soon as you have boarded and settled into your seat. Feet often swell at high altitudes, and tight shoes hurt them.

For a vitalizing foot massage lift up one foot, placing it best of all on your seat, and begin to move each toe individually. Then massage the whole foot by placing both thumbs on the back of your foot and slowly drawing your hands outward and upward. Do the same with your other foot, and then feel how the relaxing effect starts to work.

Sleep!

Relief for the neck

Take a cushion for your neck on board with you. This prevents shoulder and neck pain!

Relief for the back

programs. I think we're fortunate to have as many events as we do that cater to such a broad spectrum of interests. My answer would also not be complete without mentioning the collegiality of the membership, it's a fun and always interesting group!

What are you looking forward to seeing the GABC do in the future?
Speaking selfishly for a moment, it would be nice to see more outreach - perhaps chapters - in other parts of New England, but one has to be realistic. It takes a lot of work to manage an organization and organize social and speaking events. Of course, having the Goethe Institute and German Consulate as partners in Boston is also a great advantage. Other than that, there really is nothing I would change, it's a great organization.

Board Profile



Marius Carstensen
 Sales Manager
 Lufthansa German Airlines

What's your connection with German-American business?
Working for Lufthansa, it is important to stay connected to people working for companies involved in German-American business development. The GABC is the perfect venue for this.

What keeps you busy when you're not working?
My family - my wife and 2 boys (11 and 13), the house, skiing, jogging (less of that this year), and my new motorcycle. I also love to watch all sorts of sports.

What do you like most

Simply place a cushion behind your back. This relieves the pressure on your spinal discs and prevents backache!

Comforting warmth

Ask a flight attendant to give you a blanket before you go to sleep so that the air-conditioning won't make you feel cold and disturb your pleasant dreams.

Rest your eyes

A sleeping mask (available at pharmacies) protects your eyes from bright light.

Eat!

A small snack before departure

Having a small snack and a beverage before take-off is good for your health.

Plenty of liquid during the flight

Due to the low humidity in an aircraft cabin, your body needs more fluids than when you are on the ground. Because humidity in the cabin drops, the air becomes dry and on long-haul flights this can result in symptoms of parching of the mucous membranes and skin irritations.

As a general rule when flying you can say: Eat less and drink more, because aboard aircraft digestion is on "low flame". It's best to eat low-fat meals, fruit and vegetables. In addition, drink a glass of non-carbonated mineral water or fruit juice every hour.

Our recommendation

We recommend that you skip coffee, black tea, cola and alcohol because they take more liquids from the body than they supply it with.

Special tip for children

Especially children should drink a lot of liquids because in relation to their weight they have a larger body surface. This means evaporation through their skin is greater than in the case of adults.

Meet Our New Members

Dr. Claus Habermeier, Director (Boston) and **Mr. Marcus Schmidt**, Director (Washington D.C.) of **Invest in Germany**, which assists potential investors interested in Germany with strategic planning, market research, and competitive analysis.

Dr. Wolfgang Daum, CEO of **Boston Heart Lab** and an entrepreneur in the medical and healthcare industry for the last 15 years. He holds an M.S. in Physics and a PhD in Electrical Engineering from Hamburg, Germany.

Mr. Peter Kingsley, owner-operator of **Kingsland Air, Inc.**, an air charter company started in 1995 which operates Kingsland Air's Fly & Sail Adventures, a travel packages that combine the convenience of flying with various sporting activities including sailing, that would be appeal to the adventuresome international traveler.

For Membership information, go to: [GABC Membership](#)



German
Consulate General
Boston



about the GABC?

Meeting new people, connecting with friends and business partners on a monthly basis, and the many varied programs that the GABC offers.

What are you looking forward to seeing the GABC do in the future?

Continue to offer interesting and relevant programs that will encourage members to attend more events. I would also like to see more members get involved in the activities and growth of the GABC.

Sponsor Luncheon



September, 2008

On September 25, the GABC was pleased to host a luncheon at the Union Club in honor of our Corporate Sponsors and new members. This was an opportunity to catch up with fellow members and meet new ones. We were honored to have new Consul General Friedrich Loehr, who was meeting our group for the first time, and former Consul General Dr. Walter Gerhardt as our special guests.

European Perceptions of the U.S. Elections



October 2008

On October 15, the GABC focused on the topic: "EUROPEAN PERCEPTIONS OF THE U.S. ELECTIONS" in a joint event organized with our EU partners, the French-American Chamber of

Sponsor Spotlight



Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 130,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve potential. Our German Business Centers with more than 160 German professionals are present in more than 40 major offices of Ernst & Young worldwide, including Boston. With an integrated global network of local and German professionals, we provide quality professional services to German multinational companies.

About the GABC



The German-American Business Council of Boston, Inc. (GABC), www.gabc-boston.org, is a non-profit organization of companies, business people, and other professionals dedicated to encouraging and cultivating German-American business and trade. Through its speaker series, seminars, and special events the GABC provides a forum for the exchange of knowledge and ideas, and for business and professional contacts between its members.

The GABC membership is open to all interested professionals. Our members represent all facets of the international business community including import and export managers, manufacturers, trade specialists, bankers, financiers, insurance agents, government officials, attorneys, consultants, educators and entrepreneurs.

The German-American Business Council is a member of GBANE, the Global Business Alliance of New England.

Commerce (FACCNE) and the British American Business Council of New England (BABCNE) and WorldBoston. The well-attended event was lead by three distinguished panel speakers:

Vivien A. Schmidt of Boston University is the *Jean Monnet Chair of European Integration*, *Professor of International Relations*, and also *Visiting Professor of Sciences Po, Paris*. Her latest book, *Democracy in Europe* specializes in European political economy, institutions, and democracy.

Joerg Lau is a journalist for "*Die Zeit*" and currently, the *Bucerius Fellow in Residence*, Center for European Studies at Harvard. In 1992 he won the *Ernst-Robert-Curtius-Prize for Young Essayists*; from 1993-1996 he was a book review editor with the daily "*Tageszeitung*" and from 1997 to the present he has worked in DIE ZEIT's Berlin office. He is also a freelancer for **Deutschlandfunk** (National Public Radio), **Das Parlament**, **Internationale Politik** and the Author/ biography of writer Hans Magnus Enzensberger.

David Deese of Boston College is an *Associate Professor of Political Science*. He specializes in the politics and institutions of international economic relations and has published research in many papers and several books, including his most recent book: **World Trade Politics: Power, Principles, and Leadership**.