



# NEWSLETTER

AMERICAN CHAMBER OF COMMERCE IN AUSTRIA

Nr. 10/14

## UPCOMING EVENTS

### LECTURE

„Employer Branding“  
Tuesday, November 4<sup>th</sup>  
6.30 p.m.

### GUIDED TOUR THROUGH KUNSTKAMMER

Tuesday, November 18<sup>th</sup>  
6.15 p.m.

### AMCHAM TALKS

Friday, November 21<sup>st</sup>  
8.15 a.m.

### THANKSGIVING MEMBER GET-TOGETHER

Tuesday, November 25<sup>th</sup>  
5.00 p.m.

### LECTURE

„The Cost of (non)  
Compliance“  
Wednesday, November 26<sup>th</sup>  
6.30 p.m.

## BENEFITS OF TTIP FOR SMEs

U.S. and EU negotiators are working to ensure that SMEs are in a position to take full advantage of the opportunities that an agreement would provide. Potential TTIP benefits for SMEs include the following:

### *Tariffs*

SMEs are very well-placed to gain from the elimination of tariffs that TTIP aims to achieve. In sectors where tariffs are still relatively high, those gains could be very significant. In some cases, the removal of tariffs could allow SMEs to sell their products across the Atlantic for the first time.

### *Regulatory issues and non-tariff barriers*

A central shared goal of TTIP is to yield greater openness and transparency, reduce unnecessary costs and administrative delays and promote enhanced regulatory compatibility, while achieving the levels of health, safety, and environmental protection that each side deems appropriate and meeting other legitimate regulatory objectives. This will ensure that impacts on SMEs are taken into account in the regulatory process, reduce companies' costs, and potentially open up new markets for them.

### *Services*

The EU and the U.S. are the world's largest service exporters, and many service providers work in smaller businesses, often as part of the value chain of larger firms. These smaller service providers would benefit from the improved legal certainty and new market access that TTIP would provide.

### *Government procurement*

Improved transparency of and access to government procurement markets would also benefit small firms. This is important because public entities in both the United States and the European Union buy a broad range of goods and services from private sector businesses, which leads to job-supporting opportunities for industries that provide consulting services, infrastructure, and other products and services.

### *Customs and trade facilitation*

A key aim of the TTIP negotiations is to boost trade by reducing unnecessary border costs and delays for traders by improving predictability, simplicity, and uniformity in border procedures. Customs and trade facilitation reforms through TTIP would make it easier for SMEs to participate in transatlantic trade and to support jobs through that trade.

### *Intellectual Property Rights*

SMEs need strong protection of their intellectual property rights (IPR), particularly because they are often highly vulnerable to infringement of their IPR. The TTIP will reaffirm the shared transatlantic commitment to strong IPR protection and enforcement for SMEs, including other trading partners.

### *Electronic Commerce*

Online SMEs are much more likely than their offline counterparts to export to customers in multiple countries. TTIP provisions that promote the duty-free treatment of digital products, and consumer access to services and applications of their choice on the Internet can help American and European SME retailers and service providers thrive in the online marketplace.

### *Gains through value chains*

Many smaller firms that do not export directly to the EU or the U.S. would nonetheless benefit from TTIP by selling intermediate goods and services to companies that do trade across the Atlantic. SMEs would benefit from the agreement even if they are not yet exporting outside of their home market directly.



## U.S. ECONOMY

### GOODS AND SERVICES DEFICIT

#### DOWN

The U.S. Census Bureau and the U.S. Bureau of Economic Analysis, through the Department of Commerce, announced that total August exports of \$198.5 billion and imports of \$238.6 billion resulted in a goods and services deficit of \$40.1 billion, down from \$40.3 billion in July, revised.

August exports were \$0.4 billion more than July exports of \$198.0 billion. August imports were \$0.2 billion more than July imports of \$238.3 billion. ■

### PRODUCER PRICE INDEX DOWN

The U.S. Bureau of Labor Statistics reported that the Producer Price Index for final demand decreased 0.1 percent in September, seasonally adjusted,

Final demand prices were unchanged in August and advanced 0.1 percent in July. ■

### INDUSTRIAL PRODUCTION UP

Industrial production increased 1.0 percent in September and advanced at an annual rate of 3.2 percent in the third quarter of 2014.

In September, manufacturing output moved up 0.5 percent, while the indexes for mining and for utilities climbed 1.8 percent and 3.9 percent, respectively. ■

### UNEMPLOYMENT RATE

#### DOWN

Total nonfarm payroll employment increased by 248,000 in September, and the unemployment rate declined to 5.9 percent, the U.S. Bureau of Labor Statistics reported.

Employment increased in professional and business services, retail trade, and health care. ■

### GDP INCREASED

Real gross domestic product - the output of goods and services produced by labor and property located in the United States - increased at an annual rate of 4.6 percent in the second quarter of 2014, according to the „third“ estimate released by the Bureau of Economic Analysis.

In the first quarter, real GDP decreased 2.1 percent. ■

### CONSUMER PRICE INCREASED

The Consumer Price Index for All Urban Consumers (CPI-U) increased 0.1 percent in September on a seasonally adjusted basis, the U.S. Bureau of Labor Statistics reported.

Over the last 12 months, the all items index increased 1.7 percent before seasonal adjustment. ■

### THE CONFERENCE BOARD

#### LEADING ECONOMIC INDEX®

The Conference Board Leading Economic Index® (LEI) for the U.S. increased 0.8 percent in September to 104.4 (2004 = 100), following no change in August, and a 1.1 percent increase in July.

“The LEI picked up in September, after no change in August, and the strengths among its components have been very widespread over the past six months,” said Ataman Ozyildirim, Economist at The Conference Board. “The outlook for improving employment and further income growth are expected to support the moderate expansion in the U.S economy for the remainder of the year.” ■

UNITED STATES ECONOMIC DATA		%*	Period
GDP	+4.6	Q2 14	
Industrial Prod.	+0.1	Sept. 14	
Consumer Prices	+0.1	Sept. 14	
Producer Prices	-0.1	Sept. 14	
Leading Indicators	+0.8	Sept. 14	
Unemployment	-0.2	Sept. 14	
Def. bn \$	40.1	Aug. 14	

\*change previous period

Please send us your press releases:  
(amcham-presse@amcham.at)



## NEWS FROM OUR MEMBERS

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### ||| DHL EXPRESS

#### **DHL Express opens new service centre in Styria**

DHL Express Austria has officially opened the location in Peggau, which was built with an investment of EUR 5 million. In 2013 the express delivery company had decided to merge its two Styrian locations Werndorf and St. Michael to form a new, modern service centre in the municipality in order to strengthen its Austrian network and to connect Styria to the national and international market even better in the future.

The convenient location of the area at junction Peggau-Deutschefstritz in the north of Graz permits both faster access to the national hub of DHL Express in Linz and the Linz Hörsching Airport, and a fast connection towards Bruck an der Mur.

By consolidating sites each year more than 314 tonnes of CO<sub>2</sub> can be saved. Ralf Schweighöfer, Country Manager of DHL Express Austria: "The building perfectly tailored to our needs allows us to efficiently and also resource-efficiently handle increasing shipment volumes. Further advantages result from the optimisation of our processes in the warehouse and on the road." ■

### ||| GEBRÜDER WEISS

#### **The world's oldest transport company is delighted to see four special postage stamps commemorating its early history**

Post offices in Austria, Germany, Liechtenstein and Switzerland will commemorate a historic courier service and consequently the early history of today's global logistics company, Gebrüder Weiss. Between 1474 and 1826, the Milanese courier took goods, letters

and travellers from Lindau via Fussach and over the Alps to Milan on a weekly basis. The operators of this courier service were the ancestors of the Weiss family, who are still active in transport and logistics today. "The Milanese courier not only provided the basis of our company history for 350 years, but was also unique throughout the entire history of transport in Central Europe. As the only independent courier service during world war II, the courier was not subject to state control and therefore enjoyed a special status," says Heidi Senger-Weiss, Chair of the Supervisory Board at Gebrüder Weiss. ■

### ||| OPEL

#### **Auction: Limited Edition Opel ADAM by Bryan Adams**

The Opel ADAM offers almost endless individualization possibilities such as the special edition ADAM by Bryan Adams in a camouflage look.

The Canadian musician and photographer designed the limited edition as part of his cooperation with Opel. Fans now have the possibility to buy one of the ADAMs designed by Bryan Adams at auction. The Rüsselheim-based automobile manufacturer has decided to sell seven vehicles of this exclusive series at auction with all proceeds going to charity. The proceeds will go to the "Bryan Adams Foundation", set up in 2006 after the tsunami in Southeast Asia. ■

### ||| RESULTS & RELATIONS

#### **results & relations wins Nikon PR account**

Vienna based results & relations - PR for future technologies is pleased to announce a newcomer to their already top-brand-

crowded client-list: NIKON, the international manufacturer of outstanding high-end camdras. In a multi-stage pitch process results & relations won against renowned market competitors from home and abroad.

The focus of the collaboration is the complete external corporate communication of NIKON Austria Digital Imaging. ■

### ||| SIXT

#### **DriveNow started in Vienna this October**

DriveNow, the carsharing joint venture of BMW Group and Sixt SE, launched its flexible carsharing offering in Vienna.

In the beginning, there are 400 BMWs and MINIs ready and waiting for spur-of-the-moment rental. The business area covers some 80 square kilometers. „Vienna is one of the most important cities in Europe. In terms of culture, economy and science Vienna is a melting pot and an innovation center and as regards quality of life and infrastructure it is one of the best conurbations anywhere in the world. So it is the perfect environment for DriveNow to go international with its proven carsharing concept“, asserts Robert Kahr, Managing Director of DriveNow Austria.

DriveNow is currently operating in the five German cities of Munich, Berlin, Dusseldorf, Cologne and Hamburg, and also in the USA in San Francisco. The 330,000-plus customers currently registered with DriveNow rank it the biggest carsharing organization in Germany. Registered users have access to some 2400 premium-brand BMWs and MINIs in any of the DriveNow cities. ■

## Retrospective John Ford

until November 30, 2014  
The Austrian Film Museum  
Augustinerstraße 1,  
1010 Vienna



This year's Film Museum retrospective in collaboration with the Viennale – Vienna International Film festival is dedicated to the works of John Ford (1894–1973). Spanning six decades and more than 140 films, Ford's lifelong project was the telling of the story of the United States of America – in a deeply personal yet popular form. He was recognized early on as one of the greats of cinema, both in the perception of the public, as well as that of cinephiles and his director colleagues.

The famous quotation “My name is John Ford and I make Westerns” stands like an epitaph over Ford's creative work, but it's not entirely correct. The director, who made his first film in 1917 worked in practically all genres, and not only did he deal with the formal language of Hollywood cinema in various ways, he also partly invented it. Even today, Ford remains an indispensable point of reference for all filmmakers with an awareness of film history.

Dedicating this year's retrospective to John Ford, the Viennale and Austrian Film Museum aim to honor and introduce every phase of his artistic output with a selection of 45 films.

As in previous years, the retrospective will be documented in the form of a book, including new essays, classical texts, and statements by Ford as well as reviews of all the films shown at the retrospective. ■

## Chicago Symphony Orchestra

October 28 - November 2, 2014  
Musikverein  
1010 Vienna



Founded in 1891, the Chicago Symphony Orchestra is consistently hailed as one of the greatest orchestras in the world. In collaboration with the best conductors and guest artists on the international music scene, the CSO performs well over one hundred concerts each year at its downtown home, Symphony Center and at the Ravinia Festival on Chicago's North Shore.

On October 28, Music Director Riccardo Muti will lead Tchaikovsky's *The Tempest*; Stravinsky's *Suite from The Firebird* (1919 revision) and Schumann's *Symphony No. 3*.

The program on October 29, consists of Mendelssohn's *Calm Sea and Prosperous Voyage Overture*; Debussy's *La mer* and Scriabin's *The Divine Poem*.

On October 31, Muti will participate in a public conversation with journalist Peter Jarolin of the *Kurier*, in the Glass Hall/Magna Auditorium of the Musikverein. It will be followed by a CD and book signing.

To conclude the tour, Riccardo Muti will lead two performances of Verdi's *Messa da Requiem* on November 1 and 2, with the soloists soprano Tatiana Serjan, mezzo-soprano Ekaterina Gubanova, tenor Piotr Beczala, bass Riccardo Zanellato and the Wiener Singverein. ■

## Janáček Philharmonie Ostrava

November 24, 2014  
Wiener Konzerthaus  
1010 Vienna  
Sponsored by The Sorel Organization of New York City

The mission of the Sorel organization is: to create opportunities for women in composition, conducting, piano, voice and film scoring; to keep musical excellence alive; and to help expand the boundaries for women in music.

One of the Czech Republic's best orchestras, the Janacek Philharmonic Ostrava, will be conducted by the American/Danish conductor and long-time resident of Vienna, Niels Muus. The concert featured soloist is the Ukrainian/American pianist, Anna Shelest. She is a recent recipient of the Sorel Organization's Grant Program in recording. The concluding work will be the world premiere of the work entitled *Pure, Cool (Water) Symphony No. 4* by the American composer, Judith Lang Zaimont.

The organiser Blue Danube Musikimpresario GmbH offers AmCham members a 15% discount on tickets for the concert.  
Password: BEETHOVEN. ■

Ways to order tickets:

via e-mail: [ticket@konzerthaus.at](mailto:ticket@konzerthaus.at)

by telephone: + 43 1 242 002

or in person at the box office at the Wiener Konzerthaus



PAST EVENTS GALLERY

## VISIT TO THE NEW BUILDING OF THE VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS



## EVENTS

### LECTURE

#### „EMPLOYER BRANDING“

Klaus Kotek, MBA

Professor Department Business IMC  
FH Krems / University of Applied  
Sciences Krems

Tuesday, November 4<sup>th</sup>, 2014

6.30 p.m.

Clubrooms of the Austro-American  
Society

Stallburggasse 2  
1010 Vienna

### GUIDED TOUR THROUGH KUNSTKAMMER

Welcoming remarks by  
H.E. Alexa Wesner

Tuesday, November 18<sup>th</sup>, 2014

6.15 p.m.

Kunsthistorisches Museum  
1010 Vienna

### AMCHAM TALKS

Friday, November 21<sup>st</sup>, 2014

8.15 a.m.

Hilton Vienna  
1030 Vienna

### THANKSGIVING GET-TOGETHER

*AmCham invites all members to their  
office while providing a small networking  
opportunity in a cozy and decorated  
environment.*

Tuesday, November 25<sup>th</sup>, 2014

5.00 p.m.

AmCham Office  
Porzellangasse 39/7  
1090 Vienna

### ||| CLARISSA NITSCH



ist ab Oktober als Rechtsanwältin bei Binder Grösswang tätig. Sie ist auf den Fachbereich Dispute Resolution spezialisiert und unterstützt Unternehmen in Zivil- und Schiedsverfahren bei der Durchsetzung von Ansprüchen aus komplexen Sachverhalten mit internationalem Bezug.

### ||| CHRISTIANE NOLL



wird Public Sector Lead bei Microsoft Österreich. In dieser Funktion koordiniert sie alle Aktivitäten, die im Zusammenhang mit der öffentlichen Hand und dem Bildungsbereich stehen.

### ||| OLAF RISS



Consultant bei DLA Piper Weiss-Tessbach, wurde als Professor an die Johannes-Kepler-Universität Linz berufen.

### ||| MARC SCHIFF



Executive Director Manufacturing, der Opel Group GmbH, wurde zum Vorsitzenden des Aufsichtsrates der Opel Wien GmbH gewählt.

### ||| HEIDI SCHULLER-HRUSA



bekleidet die neu geschaffene Position der Agenturleiterin bei Yield PR. Sie zeichnet gemeinsam mit den beiden Geschäftsführern für die Bereiche New Business sowie Eigen-PR und -Marketing der Agentur verantwortlich.

### ||| ANDREAS SELING



verstärkt das IT/IP-Team von Dorda Brugger Jordis als Anwalt. Er ist auf die Rechtsgebiete UWG, Social Media und Consumer Goods spezialisiert.

### ||| MARTIN SPONA



ist neuer Leiter des Bereichs „Digital Sales“ der Erste Bank Österreich. Er war zuletzt bei Microsoft Austria im Bereich Business Development tätig und betreute dort bereits die Erste Bank im „Multi Channel Sales“.

### ||| KATRIN BERNADETTE STAUBER



wurde bei Wolf Theiss zum Senior Associate befördert. Sie ist Expertin für Fragen des Gesellschaftsrechts und Teil der Praxisgruppe Corporate und M&A und seit kurzem auch als Rechtsanwalt zugelassen.

#### IMPRESSUM

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