

bccg

YEARBOOK 2011





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And when can we welcome you to Cologne?

The key success factor for the economic location of Cologne is its central situation at the heart of the European single market. Within a radius of 100 kilometres of the city, you can reach 17 million potential customers and thus far more than in most of the other European metropolises. Whether by land, on water or in the air – Cologne offers the fastest possible connections in all directions. For example, with the airports in Frankfurt and Düsseldorf, as well as Cologne Bonn Airport, no less than three international airports can be reached in less than an hour. Cologne Bonn as a hub of the low-cost airlines is particularly interesting for cost-conscious companies.

Cologne's infrastructure, its balanced mix of industries and its higher education scene, as well as its art and culture, have already convinced companies like Admiral, Dyson, JCB, Microsoft, Shine Germany or VEGA Deutschland/SELEX Systems Integration Ltd.

As a multicultural metropolis in which over 30 percent of the men and women who live here have other national backgrounds, Cologne makes it easy for people and companies from all over the world to quickly feel at home. See for yourself.

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The BCCG Sustaining Members' Dinner

I am glad to be back in Germany having served here in the late 1980s. Of course in that time many things have changed, in the Embassy itself (now several hundred kilometres to the east of where it was), and in German society. But one constant in the relationship between Germany and the UK is the central role of business. Germany remains the second largest global export market for British goods and services after the US, and is by far the largest in Europe. The UK remains the fourth global export market for German goods and services. Investment also continues at a high level in both directions, for instance the recent announcement by Siemens that it will build a new £80m wind turbine plant in Hull, creating 700 jobs. This success story is important for two reasons. First it demonstrates that no matter that the BRICs are rising trade and investment between developed countries remains significant. Secondly, as trade and investment become ever more important for economic growth, we need to get as much as possible out of our excellent bilateral relationships.

The UK's coalition government elected last May has put trade and investment at the heart of its agenda for economic growth. This is a response to the fact that domestic growth is likely to be subdued in the near future, whilst a number of export markets, including Germany, are performing strongly. The UK business is responding to this challenge, especially the manufacturing sector which has seen a revival in 2010 with a rise in output of 5.3%. The Chamber is central to the commercial relationship between our countries.

From the UK Government side, you will be familiar with the activities of UK Trade and Investment, headed here in Germany by Malcolm Scott, the Consul-General in Düsseldorf. But the UK government is keen to put commercial matters at the heart of our diplomatic presence generally, and ministers and senior officials from many government departments, principally the Foreign Office, are becoming active proponents of British business. This makes sense because our countries need to work together internationally to ensure that the right conditions exist for trade and investment to thrive.

Markets must remain open, and protectionism must not gain a foothold as it has in the past when economic conditions were difficult. We must continue to promote low carbon technologies and be good partners in the fight against climate change. And we must react sensibly to economic events such as the lingering effects of the recent downturn, and the possible consequences of the changes in the Arab world that are unfolding as I write.

Thus the role of the Chamber is as important as ever, and I am delighted that it is in such good shape. I had the pleasure of meeting many of you at the New Year Reception at the Embassy and again in Dresden last November. I congratulate your chairman Norbert Strohschen, the regional chairs, director Andreas Meyer-Schwickerath and his team, and the trustees and board of the BCCG Foundation, which helps future leaders understand the value of UK/German links by sponsoring them to study in each other's country. I hope to have many more opportunities during my time here to meet members, and I look forward to working with you to ensure success in 2011.



Simon McDonald,
HM Ambassador, Berlin

Simon McDonald,
HM Ambassador to Germany



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Dear Members and Friends of BCCG,

The year 2010 was still a difficult year for the economy and the effects of the crisis were continuing to be felt by the network of the BCCG. Despite this negative development and higher insolvencies of former member companies, growth of BCCG membership was stable, with over 80 new members in 2010, including 8 new sustaining. The membership was around 1,100 at year end. We are grateful for this development which shows stable interest in the BCCG network. The outlook for 2011 is improved and we counted over 30 new members before the printing of this issue.

The BCCG regional committees and our management team organised many high quality networking events, especially conferences in Berlin, Heiligendamm, Cologne and Frankfurt, as well as our successful AGM in Munich. There, it was decided by the members to increase membership fees for the first time since 2004 to cover increased services and costs. We thank you all for your understanding of the necessity of this step.

This issue of the BCCG Yearbook 2011 contains the lists of BCCG Members and various articles relating to trade, finance and tax. The BCCG provides also the new electronic service by making the Yearbook also available as an interactive version on the members only pages on the BCCG website. In addition, the list of British firms in Germany is available online in the members' only section with search functions and more addresses than before.

The Yearbook contains again a number of articles, from notable members such as Ernst & Young, Deloitte & Touche GmbH and PricewaterhouseCoopers. We are grateful for all contributions by our members as they provide our members and readers with interesting topics.

The BCCG Newsletter will be published in two editions, the next issue due in May and the fall edition in October, and they will also be available in an interactive electronic format (flip book) on the BCCG Website. In addition, the BCCG e-News Update proved to be a continuing source of communication with the BCCG network with over 3,500 personal addressees on a weekly basis. It offers invitations to events, ready information for our members and guests and offers interesting advertising opportunities at low cost for members.

2011 will see further development for the BCCG, especially with our main Conference and AGM in Potsdam (19th of May), and some more interesting conferences, e.g. in Berlin, Düsseldorf, London and Munich.

We would like to take this opportunity to thank all our members and sponsoring partners as well as our honorary committees very much for their personal contribution and support in helping us to achieve our goals and strengthen the growing BCCG network. We also would like to welcome again our Patron, the new British Ambassador to Germany, Simon McDonald, CMG who started in October 2010.



Norbert Strohschen,
President



Andreas Meyer-Schwickerath,
Director

Norbert Strohschen,
President

Andreas Meyer-Schwickerath,
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