



Es gilt das gesprochene Wort!

Sperrfrist: 13. Dezember 2010, 14:00 Uhr

Strong economic relationship between the  
United States of America and the State of Bavaria

## Speech

by the Vice-Minister  
in the Bavarian State Ministry of  
Economic Affairs, Infrastructure, Transport and Technology

## Katja Hessel

on the occasion of the  
farewell to Mrs. Cassan

on December 13, 2010  
in New York

## Address

**Dear Mrs. Cassan,**

**Dear Dr. Cassan,**

**Mr. Neubauer,**

(Mr. Carroll Neubauer, Chairman German-American Chamber of Commerce New York)

**Consul General,**

(Dr. Horst Freitag, Consul General of the FRG in New York)

**Dr. Hübschle,**

**Distinguished guests and companions of Mrs. Cassan,**

## Opening quotation

**Ladies and Gentlemen!**

The former President of the United States

John F. Kennedy made the following entry in his diary on taking office in the White House:

***“When we got into office, the thing that surprised me most was to find that things were just as bad as we’d been saying they were.”***

(end of quote).

Dear Mrs. Cassan, I don’t know whether your successor, **Dr. Hübschle**, keeps a diary...

But we all know: the **Bavarian office in New York** really is in excellent condition. It is you who takes the credit for this.

## Reason

Together with **Dr. Schleicher**, I was delighted to come to New York.

On behalf of the Bavarian State Government, I have the honor of praising the **valuable work** of Mrs. Cassan for the State of Bavaria and for the Bavarian-American relationship.

## Thank you for the invitation to lunch

First of all, I really must say a big **thank-you** in the name of all guests for the **invitation** to this lunch.

And a special thank-you to the German-American Chamber of Commerce and BayernLB for their support in organizing today's event.

Many of the people you have encountered in the course of your work are here today. That is a **personal distinction** for you, Mrs. Cassan. Because it shows, how popular and how esteemed you are in the American business scene.

I think I can speak for everyone present when I say: the atmosphere, the meal and also the conversations are all the right setting for **bidding farewell to you**.

This function once again demonstrates why you have for years worked with **such success** for the State of Bavaria.

This is of course largely thanks to you: your organizational talent, your network, your great commitment, your charismatic powers of persuasion and also your empathy for the old home country.

It is all made easier by the decades of **close ties** between Americans and Germans.

### **Transatlantic cooperation**

Because our **transatlantic partnership** is one of the greatest success stories of modern times. Germany and in particular Bavaria owe a great deal to the United States of America.

### **Liberation**

Just remember the **liberation from the dictatorship** of the National Socialists.

### **Airlift**

We remember with gratitude the **airlift** organized by the United States in Berlin between 1948 and 1949.

### **Marshall Plan**

And the **economic reconstruction aid** granted under the Marshall Plan.

## Democracy and market economy

The **vigorous assistance** in building up a democratic society in West Germany and establishing our Social Market Economy. This is how the USA made Bavaria's rise from an agricultural state into one of the **leading high-tech locations in Europe** possible at all.

## Reunification

I also remember your **support** for the reunification of Germany. Only a few weeks ago, we were able to celebrate **twenty years of a re-unified Germany**.

## Personal and social contacts

Finally, I am also thinking of the many **personal relationships** that have emerged and grown over the past years and decades.

Today some 22,000 Americans live in Bavaria.

More **tourists** come to Bavaria from the USA than from any other country. For many Americans, Bavaria is **synonymous with Germany**, but we have more to offer guests from the United States than the Hofbräuhaus, Neuschwanstein, Oktoberfest and beer gardens.

## **Strong bilateral relations**

Not only do we have excellent **personal and social** contacts with the United States.

Our **economic ties** are also intensive:

- Our **bilateral trade relations** are strong and robust. The **United States** is the **most important export market** for Bavarian companies.
- More than **140,000 employees** work in Bavarian firms in the United States.
- US companies employ **57,000** people in Bavaria.
- Bavaria towns and communities have **twinning schemes** with more than **30 towns and cities** in the United States.
- There are over 250 partnerships between Bavarian and American **universities**.

As you can see: we have an **excellent basis** for our cooperation.

## **Liaison office in New York**

And our **representation in New York** has also contributed to this in many ways.

This is where you have stood, dear

**Mrs. Cassan**, firmly at the helm right from the start. Since 1996 you have built up, anchored and networked our office.

You have **hoisted** the Bavarian **white-and-blue flag** in the “Big Apple”.

Together with your staff, you have made the State of Bavaria even more well-known and were the first contact for Bavarian companies wishing to open up the American market.

### **Support with business investments and expansions**

But first and foremost, you have convinced American firms of what Bavaria has to offer as a top location. You were a major source of information for US companies wanting to **set up facilities** or **expand** in Bavaria.

And you have done so with great success!  
During the 14 years you have been working for Bavaria, the number of US companies in our State has **more than doubled** to 850 companies at the moment.

### **Success list**

Your **list of successes** is long.

The American companies that have come to Bavaria or expanded their activities include small and medium-sized enterprises.

But also global players, like for example

- General Electric,
- Microsoft,
- Pfizer,
- Merck & Co.,
- Segway and
- AGCO Fendt. [*sprich: Akko-Fent*]

During your time at the helm, the American firms in Bavaria have altogether

- **created several thousand jobs and**
- **invested several billion US Dollars.**

**Investments  
also in rural ar-  
eas**

I am delighted to see that the **investments** have gone to all the Bavarian regions.

You, Mrs. Cassan, have thus made a major contribution to boosting **areas** in Bavaria that tended to be **structurally weak**.

**Recognition:  
Award and Me-  
dal**

Your successful work has quite rightly been rewarded with a number of **distinctions**, including the renowned Stevie Award for the “Best Satellite Office” in 2006.

Three weeks ago, Martin Zeil, the Bavarian Minister of Economic Affairs, presented you with the State Medal for exceptional services for the Bavarian economy. That is the highest distinction conferred by the Bavarian Ministry of Economic Affairs.

### **Voluntary work**

What is more, you also pursue a wide range of **voluntary** activities. Let me just mention two examples:

- On the **Board of Directors** of the German-American Chamber of Commerce in New York you give major impetus to relations between the United States and Germany.
- As a member of the **Board of Advisers** of Fordham University and the German-American School Association, you are supporting the work of both these organizations for the best possible training of pupils and students.

### **Excellently networked**

In addition, you have a quality that really is worth its weight in **gold**: You are an **excellent networker** and have built up **outstanding contacts**.

They extend from government bodies, local and national business promotion agencies to banks

and investment companies all the way to direct contacts at board level of medium-sized and large US companies.

You owe this high standing and dense network to a remarkably good job over all these years.

Thanks to your both professional and voluntary dedication, you are **excellently networked, held in very high esteem and respected** far beyond the borders of the East Coast of the USA. As I said earlier, the number of guests with us today is impressive proof of this.

### **Additional aspects**

It is not possible to go into many other **aspects** now. There would be so many more things to say, for example

- your professional experience with Fortune 50 companies,
- your target group-oriented **database** of US companies seeking a site in Europe or
- your commitment to bringing together American and Bavarian leaders from industry and politics.

All this has formed the basis for **your personal success** over the years. You can quite rightly feel proud of what you have **achieved!**

**Closing words**

Dear Mrs. Cassan,

All these years, you have been a very committed, extremely competent and successful player in promoting the **location marketing of the State of Bavaria.**

I very much regret that your work is about to end at the turn of the year. Your departure is a loss for our New York Office and for the network of foreign representatives.

**Successor  
Dr. Hübschle**

Your **successor, Dr. Hübschle**, is already waiting in the wings. He is the right candidate for this **challenging task**, because he has been involved in regional business development and promotion for years – in his last position, he even headed this department in the Ministry of Economic Affairs.

**Dear Dr. Hübschle**, Minister Martin Zeil, Dr. Schleicher and I wish you every success with your new job. We feel quite sure you will not only

continue the **good partnership** between our two countries, but also the **successful work** of Mrs. Cassan.

### **Final quotation**

Let me finish with a well-known quotation from John F. Kennedy, who proclaimed:

***“Ask not what your country can do for you – ask what you can do for your country.”***

Mrs. Cassan, you have shown exemplary commitment to the United States **and** Bavaria. You have further intensified our lively partnership.

In the name of the whole Bavarian State Government and also on my own personal behalf, I would like to **thank** you very much, dear Mrs. Cassan, for your exceptional work and your great dedication.

At the same time, I **wish** you – and your husband as well of course – all the best for the future with good fortune and good health.

**Thank you very much!**