



Draft



## Business Event Proposal

### Goal

The goal is to conduct an informational event about a topic of international significance to both Dane County and German businesses. Outcome 1; Motivate several Dane County businesses to start an information sharing relationship with German businesses. Outcome 2: Increase the awareness of local businesses of the German Consulate and German American Chamber of Commerce - Midwest (Chicago IL office) as a resource to support local businesses.

Topic: Worker Training and Skills Initiative  
Date: February or March 2018 (Date to be determined)  
Time: 5:00 p.m. to 7:00 p.m.  
Location: Business Location in Madison Area (Alternative-hotel location)  
Moderator: John Gatto, Board Member, German American Chamber of Commerce – Midwest, Chicago, IL  
Speakers: Representative from German Embassy, Washington D.C. or German Consulate, Chicago, IL  
Publicity: Press releases, business organization newsletters, Dane Co. web site, Madison College resources, UW Madison Business School  
Logistics: Meeting room for 20-30 people, head table, laptop, projector, screen. food and beverages catered  
Registration: Dane County will handle registrations.

### Dane County Kassel Partnership Background (needs revisions)

In 2007 Dane County entered into a cooperative agreement with Landkreis Kassel, Hessen (Deutschland) to form a “sister county” or partnership relationship. The purpose of the agreement is to exchange ideas and build partnerships in the arts, business, and areas such as renewable energy, regional transportation systems, and workforce training and continuing education.

Dane county has a rich German heritage that dates back to 1850 when the first immigrants from Hessen settled in northwest Dane County. Germany is Wisconsin’s fourth largest trading partner. Wisconsin also has additional relationships with Hessen through the K-12 Education System and WI Technical College System. Note: The City of Madison has a Sister City arrangement with Freiburg, Germany.

Landkreis Kassel, a county with a population of approximately 193,000, has a regional transport system and is home to a university and the Institute for Solar Energy Technologies. The area hosts a high technology-based economy, particularly traffic, logistics, and renewable energies with its main industries being systems technology for photovoltaics, the manufacturers of train engines, and automotive factories for Volkswagen and DaimlerChrysler.

Our communities are similar with both an urban/rural mix and both include major universities, technical colleges, manufacturing, and a strong arts community.

Five arts exchanges have occurred since 2007. Need to fill in more.

### Resources

Dane County Web Site: <https://www.countyofdane.com/>

Kassel Landkreis Web Site: <http://www.landkreiskassel.de/>

German Consulate-Chicago: [http://www.germany.info/Vertretung/usa/en/03\\_Consulates/Chicago/00/ Home.html](http://www.germany.info/Vertretung/usa/en/03_Consulates/Chicago/00/Home.html)

German American Chamber of Commerce of the Midwest: <http://www.gaccmidwest.org/>