

Join us for this year-long festival, celebrating the German-U.S. partnership!

GERMAN AND U.S. BUSINESS WUNDERBAR TOGETHER

Germany and the United States are united by deep historical ties, shared values, and a bold vision for the future. Following successful projects in India, China, and Mexico, this year's initiative, "Wunderbar together – Germany and the U.S.", which will take place in collaboration with numerous partners from October 2018 until the end of 2019, focuses on the special German-American partnership.

Whether it is culture, economics, science, or sports – over 1,000 projects and events will bring people together, initiate fruitful dialogue, and strengthen old friendships while building new ones.

The BDI represents the voice of the German industry and supports Wunderbar Together with its economic expertise.

President of the Federation of German Industries (BDI) Dieter Kempf

"German-American relations are built on mutually beneficial economic ties. Today, German business makes an important contribution to the U.S. economy through direct investment, advanced manufacturing, and high-quality job creation. Moreover, German-style apprenticeship programs offer promising and successful career paths for many Americans. German innovation and technology contribute to new, sustainable solutions in the United States. Wunderbar Together is an important opportunity to highlight the many ways our two countries make each other stronger through our economic and business ties."



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Heiko Maas, Minister of Foreign Affairs, at the launch event in Berlin on August 25, 2018.

OUR GOALS, OUR VISION

The German-U.S. relationship is a showcase of political, cultural, and economic success, based on long-standing shared traditions and common values.

As partners, we are committed to promoting a free and fair world, while also seeking solutions for today's economic, cultural, and political challenges.

With Wunderbar Together, we aim to promote Germany's reputation in the United States as a dynamic and future-oriented partner that is open to the world, while also deepening the strong, trusted, and lasting dialogue between our societies.



Impressions from the projects "Azubis go USA", GAPP (German American Partnership Program), the breakdancing group "Flying Steps", and the school outreach program "Meet a German"

INITIATING DIALOGUE ON FUTURE-ORIENTED ISSUES

We are devoted to the following themes:

- Freedom, diversity, and leadership
- Digitalization, innovation, and the future of work
- Energy, climate, and sustainability
- Research, science, and education
- German heritage and German Language
- Culture and lifestyle

We want to reach:

- Decision-makers and established and potential new partners
- People with little previous knowledge of Germany, away from the major urban centers, residing in the American heartland
- Young people
- Americans with German roots or close ties to Germany

U.S.-GERMAN BUSINESS RELATIONS: A VITAL PILLAR OF THE TRANSATLANTIC PARTNERSHIP

- We look back on almost 150 years of business relations.
- German-style apprenticeship programs offer promising and successful career paths for many Americans.
- German companies employ around 674,000 workers in the United States.
- Germany is the fourth-largest foreign investor in the United States.
- Wunderbar Together is an opportunity for a broad dialogue between Germany and the United States on issues such as Industry 4.0, digitalization, the future of work, and the dual education system.

BUSINESS PARTICIPATION: THE PopUP TOUR

Modern and multifunctional trucks with mobile stages and easily adaptable interactive modules will provide a perfect blend of information and entertainment, and hence invite to a broad dialogue between Germany and the United States on issues such as Industry 4.0, digitalization, the future of work, and the dual education system. A culture tent, hosting events such as science slams, panels, and art exhibitions, complements the program. Overall, we want to show how modern and multifaceted German businesses are – representing a “German Village of Friendship”.

Thank You to the Sponsors of the PopUp Tour

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SCHAEFFLER



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