



Presenters:



The Honorable Tim Kabat,
Mayor of La Crosse



Vicki Markussen,
Executive Director,
La Crosse Chamber of Commerce



Lisa Herr,
Executive Director
The 7 Rivers Alliance



About Friedberg



- On the Romantic Road
- Founded in 1264
- A walled town built around a renaissance castle and baroque town hall
- Population: 28,000



Unternehmensfrühstück

Contractor Breakfast



Presentation to German Chamber of Commerce and Industry (CCI)

Meeting with Friedberg and Augsburg Economic Development Professionals

Common challenges:

- Workforce
- Training
- Supporting business growth



Industry Tours



Federal Mogul



Käserei Vogler



Voxel Jet



Dual Training Program



Federal Mogul has 1,280 employees and 46 Apprentices

The name “Dual Training” comes from learning in two locations

At 15, students can enter the apprenticeship program. They have academic classes and are at the company learning 3-4 days a week.

The CCI acquires the apprentices

They use recruiters to go into classes to recruit students into the program.

They also target refugees and college drop outs for the program.



Kumas Environmental Park



A network of environmental expertise that includes business and research universities

Founded by the government in 1996

Had four years of launch funding and went independent in 2004

Focus: Building cooperation, congresses and annual awards to companies who demonstrate energy efficiency

Building Relationships



Food and Beer!



More Food!



Grand Hotel Cosmopolis



Founded in 2011

A place that combines refugee accommodations, artist's studios and open work spaces as well as a hotel offering culinary and cultural attractions.

Fugger- Weiser Museum

Fugger and Welser Museum: This new museum opened in the extensively renovated Renaissance "Wiesel house." Here, the influence of Augsburg patrician families of the early 16th century in European and worldwide economic events can be vividly experienced with a new form of storytelling in interactive sections.



An interactive museum dedicated to the economic history of Europe.



Bauernhof Museum



Friedberg Zeit



Host Families





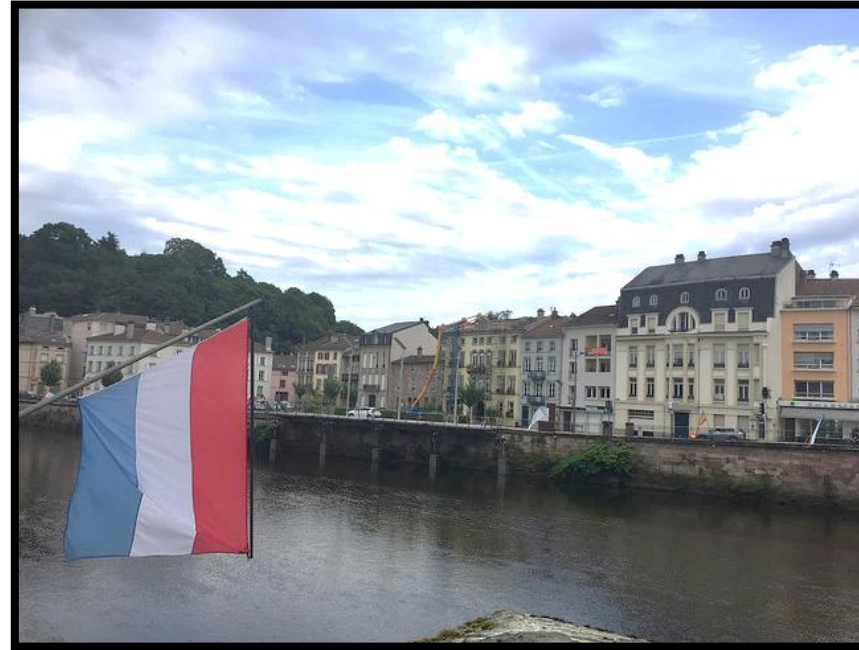
About Epinal

Located in Northeast France

Incorporated into France in 1761

The city has grown along the
Moselle River

Population: 36,000



CCI Lorraine



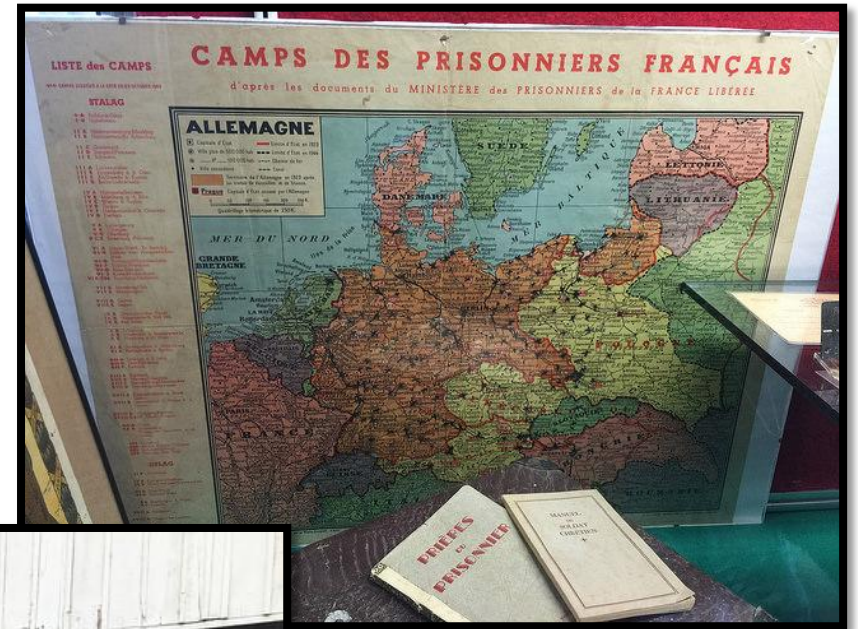
Imagerie D'Epinal



30th Anniversary Celebration



Espace Vezelise



American Cemetery



The American Cemetery in Epinal is a tribute to WWII American and French soldiers who gave their lives fighting for our freedom.

More American soldiers died in Lorraine than on the beaches of Normandy.



The Economic Impact of Sister Cities

Inbound exchanges have contributed about \$190 million to the US economy.

There is a multiplier effect when considering travel related contributions and spending. The economic impact is about \$430 million.

Communities are setting up business exchanges that are built on the sister city relationships.

The economic impact varies by the level of engagement of the participating cities.



What's Next



Business Exchanges

New International Marketing
Materials and Campaign

Epinal Delegation at Oktoberfest



