



# Welcome to GACC West

*Empowering Transatlantic  
Business & Innovation Journeys*

# Three Pillars of German Foreign Trade Promotion

**Embassies  
&  
Consulates**

Diplomatic  
Mission of  
the Federal  
Republic of  
Germany



Botschaft  
der Bundesrepublik Deutschland

**AHK**

Official  
Representation  
of the German  
Economy  
Abroad



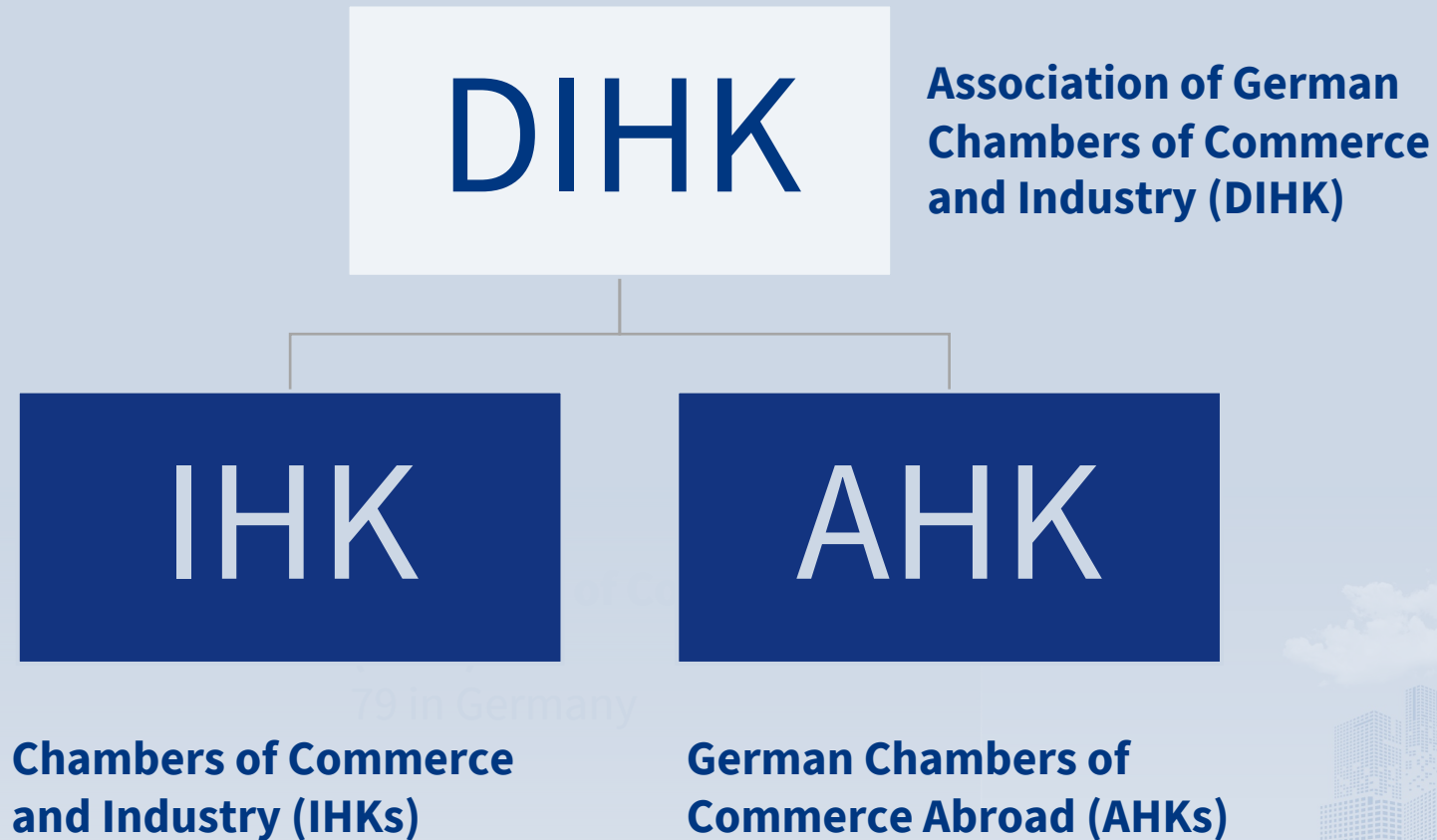
Deutsche  
Auslandshandelskammern

**GTAI**

Corporation for  
Foreign Trade  
and Location  
Promotion

**GTAI** GERMANY  
TRADE & INVEST

# What is the AHK in the Context of DIHK / IHK?



# The AHK Network in Numbers

SINCE

**1894**

OVER

**50.000**

MEMBERSHIPS

MORE THAN

**140**

LOCATIONS

**92** COUNTRIES

**125 YEARS**



# The Three Functions of an AHK

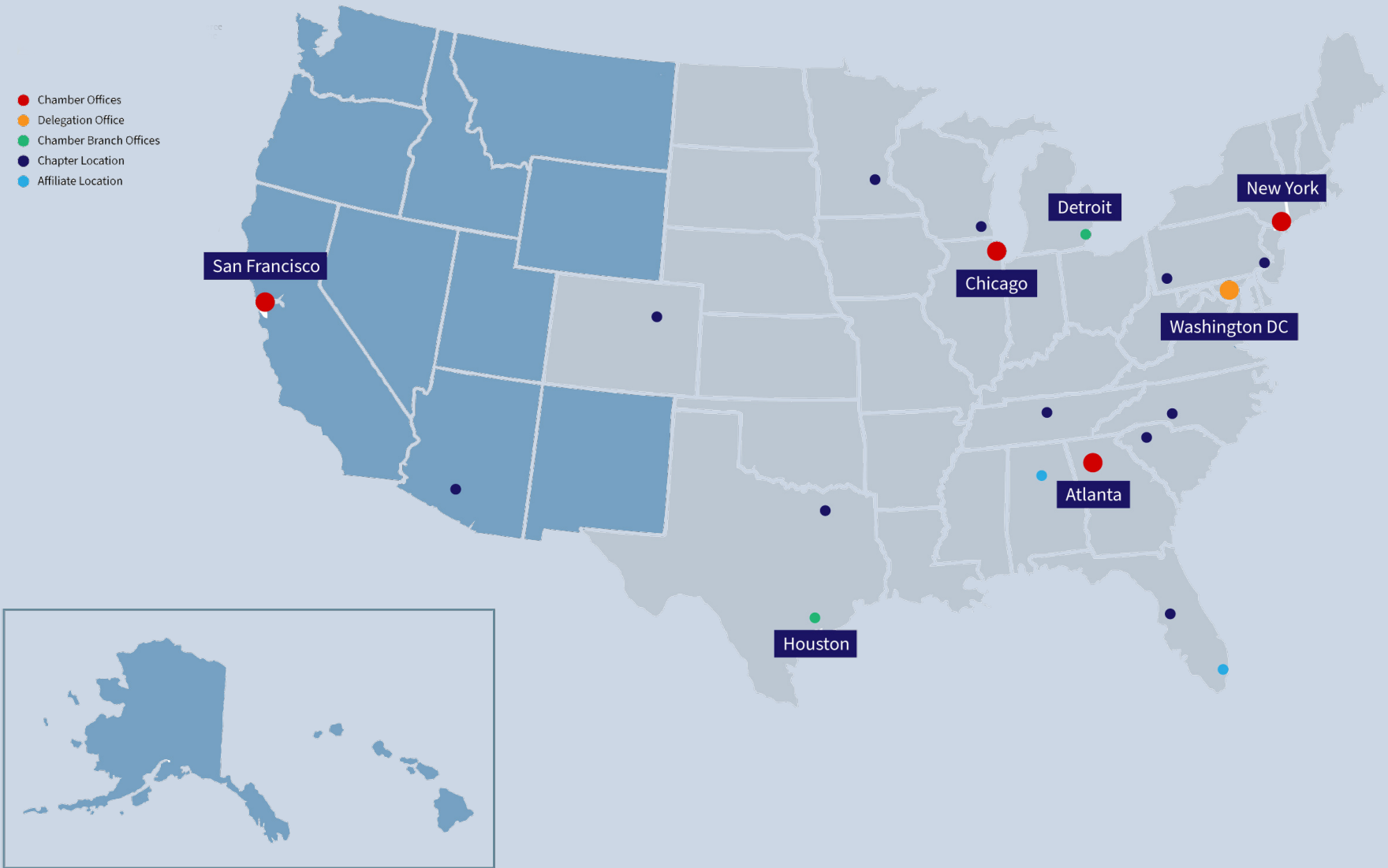


**Official  
Representation of  
German Economy  
Abroad**

**Member  
Organization**

**Service  
Provider  
for Companies**

# AHK USA – 5 Offices Empowering Transatlantic Business



# Our Team – March 2023 -



**SVEN POTTHOFF**  
CEO



**MIRKO WUTZLER**  
Vice President



**PRESTON LOCHER**  
Manager  
Innovation Solutions



**CORA LINGERSKI**  
Project Manager  
Innovation Solutions



**ALEXANDRA BANNING**  
Project Manager  
Innovation Solutions



**FELIX LOXEN**  
Associate  
Innovation Solutions



**OLIVIA LEMPA**  
Associate  
Innovation Solutions



**CELINA HUSUNG**  
Associate  
Innovation Solutions



**CONSTANTIN HÖFERS**  
Associate  
Innovation Solutions



**SABINE GRAD**  
Manager  
Operations & HR



**JULIANE NANDRA**  
Director  
Corporate Innovation &  
Partnerships



**SIMONE FRIESE**  
Director  
Marketing &  
Communications



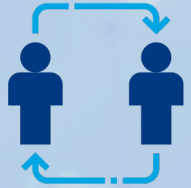
**YIWEN WANG**  
Project Manager  
Community  
Engagement &  
Events



**LISA ESCHBORN**  
Associate  
Marketing &  
Communications



# Our Mission



Connecting Stakeholders



Empowering Innovation Journeys



Creating Business Growth & Opportunities



Building a Transatlantic Ecosystem

# Our Key Industries



AI & ROBOTICS



CLIMATE & CLEANTECH



DIGITAL LEADERSHIP & FUTURE OF WORK



ENTREPRENEURSHIP & FEMALE FOUNDERS



HEALTH TECH



LOGISTICS



RENEWABLE ENERGY



MOBILITY



SMART MANUFACTURING



TECH & INNOVATION



TRADE & ECONOMICS

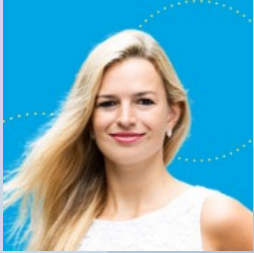


VENTURE CAPITAL & STARTUPS

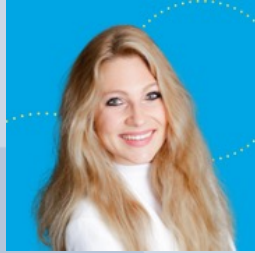


# Our Advisory Circle

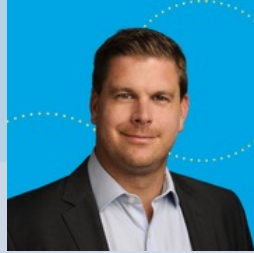
## AI & Robotics



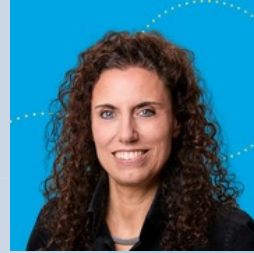
**Eva-Maria Olbers**  
Point72 Ventures



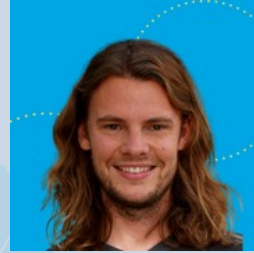
**Katharina Lix**  
BetterUp



**Stefan Schwab**  
Comfy | Enlighted

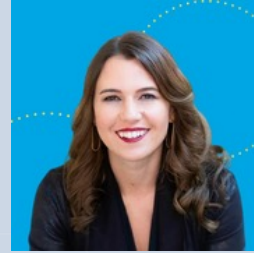


**Sabine Remdisch**  
Stanford University

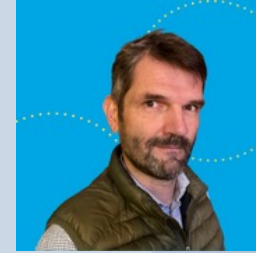


**Daniel Zimmer**  
SAP Labs US

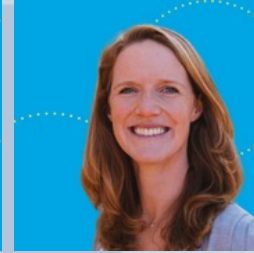
## (Female) Entrepreneurship



**Anne Cocquyt**  
the GUILD



**Mario Herger**  
Enterprise Garage



**Julia Martensen**  
ServiceNow



**Stefan Schaefer**  
expectus Inc.

## Innovation & Tech Trends

## Logistics

## Mobility



**Sven Beiker**  
Silicon Valley  
Mobility

## Renewable Energy



**Janice Lin**  
Green Hydrogen  
Coalition



**Helge Biernath**  
Sunstall Inc.

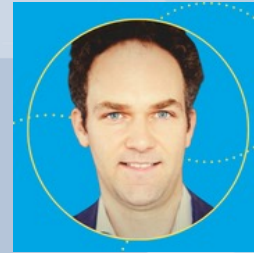


**Dirk Morbitzer**  
AEROCOMPACT



**Zahar Barth-Manzoori**  
DWHI San Francisco

## Science Liaison



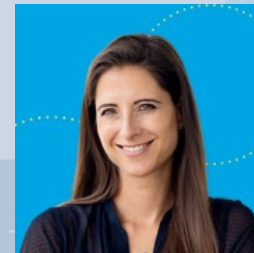
**Marc Lendermann**  
German Consulate  
General San  
Francisco

## Trade & Economics



**Sean Randolph**  
Bay Area Council  
Economic Institute

## Startups & VC



**Daniela Caserotto-  
Leibert**  
Speedinvest



**Yvonne Lutsch**  
Robert Bosch  
Venture Capital



## Honorary Advisor

**Oliver Schramm**  
German Consul  
General, SF



# The German Hub – The Ecosystem of Transatlantic Growth



Northern Germany Innovation Office  
Schleswig-Holstein | Hamburg | Bremen



# Intro into the Silicon Valley Ecosystem



# Kalifornien: Zahlen und Fakten

5. größte Volkswirtschaft (2022)

*BIP* ~ **3.63B** USD

Klimaschutzpionier der USA



**0% CO2**

*Bis 2045*



Arbeitslosenquote

**4.3%**


2022

**2035**

Verkaufsstop  
Verbrennungsmotor



# Die Bay Area in Zahlen

 Bay Area BIP-Wachstum  
**4.8%**  
*> US-Durchschnitt 2,9%*

**#1** Innovations-  
Ökosystem 

 **~ 32%**  
*des US-Wagniskapitals*

**50** Colleges &  
Universities 



 **70+**  
*Languages spoken*

**1/7** aller  
US-Patente 

 **30** Fortune 500  
Companies

 **50k-60k**  
Startups 

DAS SILICON VALLEY IN ZAHLEN

# Tech Startup Ecosystem

**Rankings 2021**

#1

**Silicon Valley**

#2

**New York City/  
London**

#3

**Boston**

#4

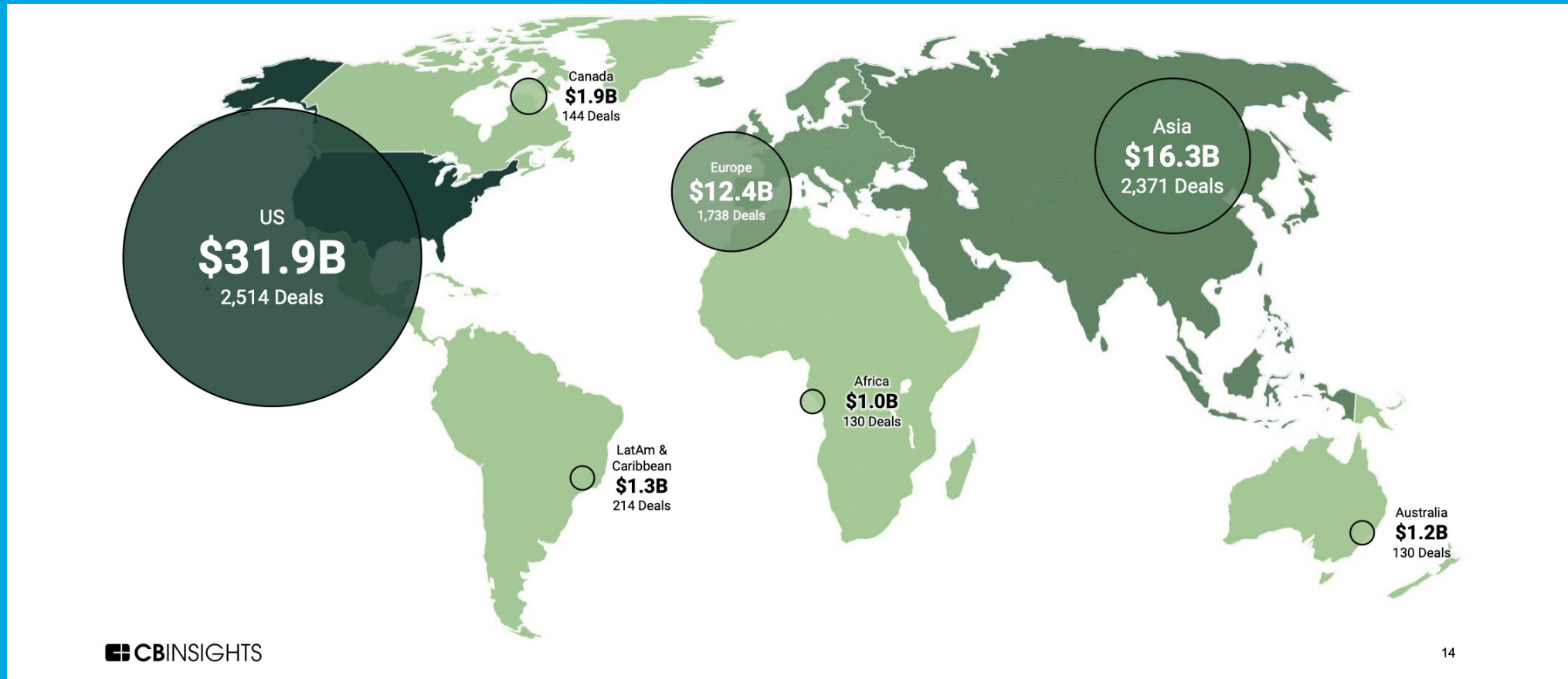
**Beijing**

#5

**Los Angeles**



# Q4 2022 – In US-Firmen fließt 48% des weltweiten VCs





# Silicon Valley Bay Area

#1

TOTAL VC FUNDING SILICON VALLEY IN 2022

**\$63.9 Mrd.**

US Total \$198.4 Mrd. (32%)

WORLD'S MAIN UNICORN FACTORY

(privately held startup company with a value of over \$1 billion)

**25% of new global #**

AI-INVESTMENT SILICON VALLEY

**6.8 Mrd. (over 50%)**

of Global AI-Investment

# Software Eats the World: Digital Leaders in Silicon Valley



# German Innovation Outposts in Silicon Valley



# Die Mega Tech Trends & Zukunftstechnologien





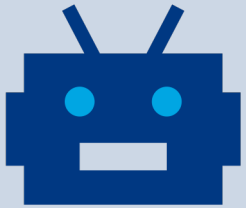
# Blick in die Zukunft?



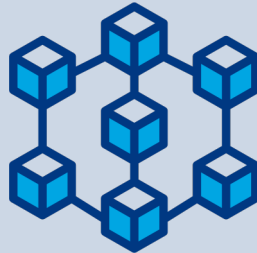
© generated with OpenAI's Dall-E



# Die Silicon Valley Megatrends 2023 & beyond



**Generative AI**



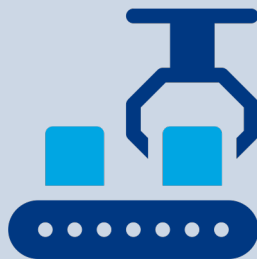
**Blockchain / DAOs / Crypto**



**AI in Cyber Security**



**Web 3 / Metaverse / XR**



**IoT & M2M Economy**



**Climate Tech**



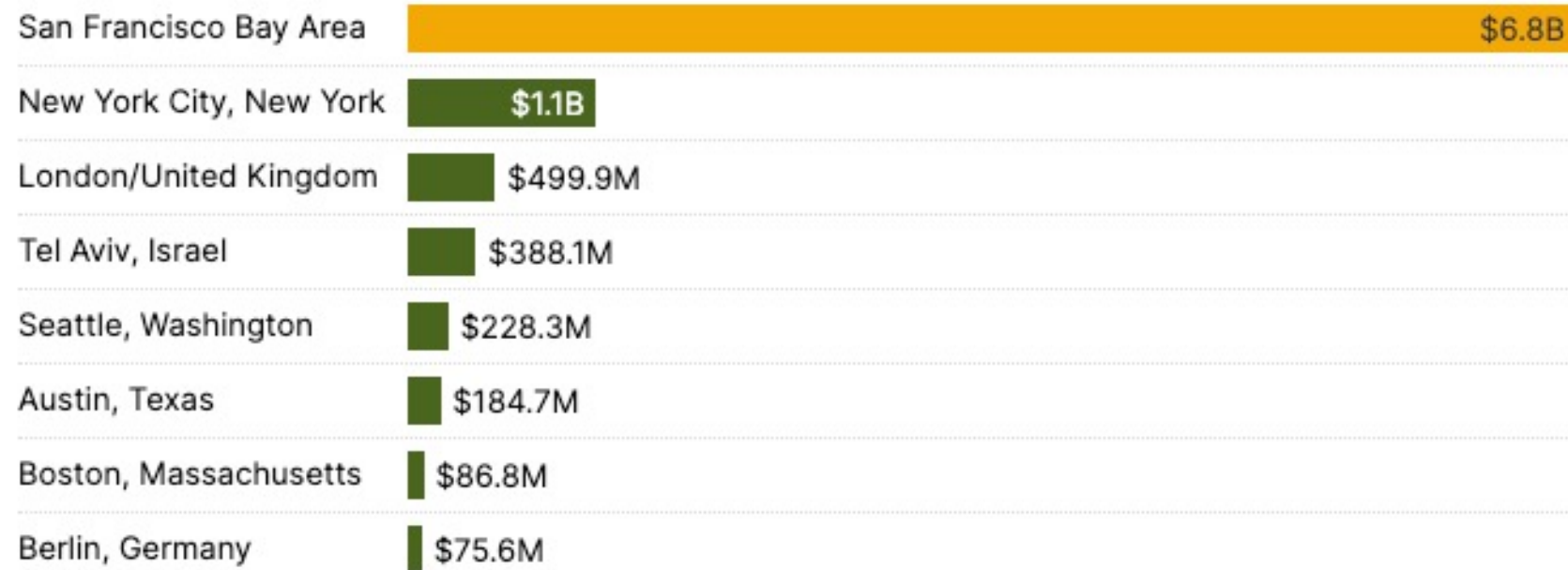
**Future of Work & Digital Leadership**



# Neuer Goldrausch: Generative AI

## AI Venture Capital Investments by Metro Area

San Francisco-based companies account for over 50% of all funds raised for AI products.



NFX'S LIST INCLUDES STARTUPS BUILDING "GENERATIVE TECH" PRODUCTS, AND INCLUDES COMPANIES BASED OFF OF DATA FROM PITCHBOOK, CB INSIGHTS, BASE10 AND SEQUOIA.

CHART: LIZ LINDQWISTER • SOURCE: [NFX VENTURE FIRM](#)



# Use-Cases GenAI: Wie GPT auf GitHub Ingenieure unterstützt

Quell-Code-Generierung & Ergänzung

Code-Review und Problemlösung

Chatbot Entwicklung

NLP & Text-Sentimentanalyse

## ChatGPT



### Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



### Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



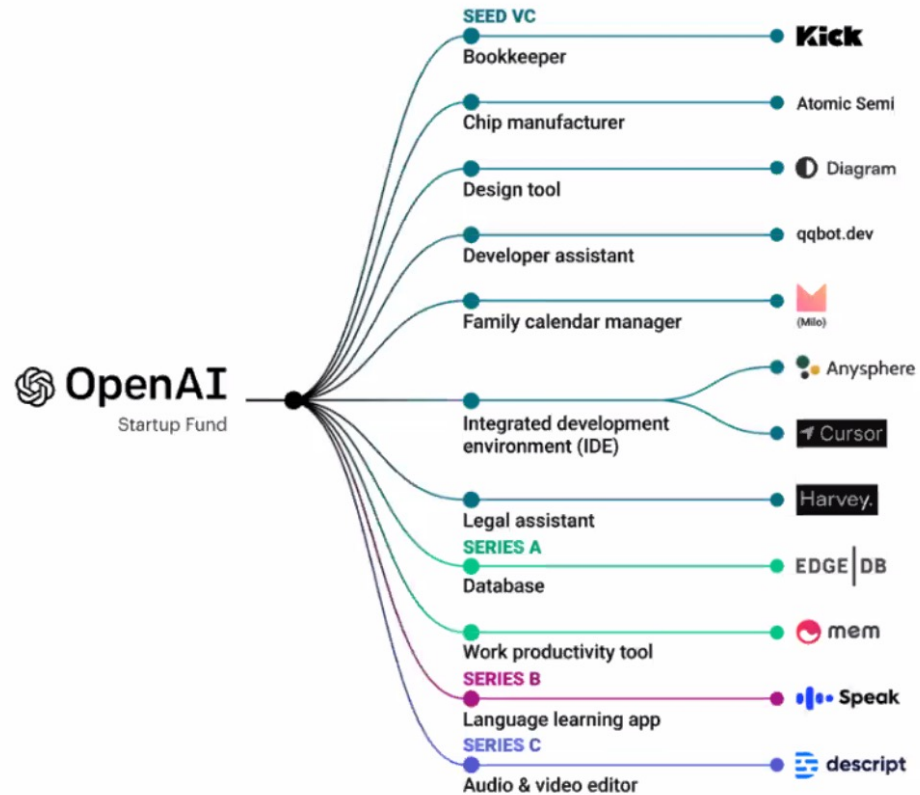
### Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

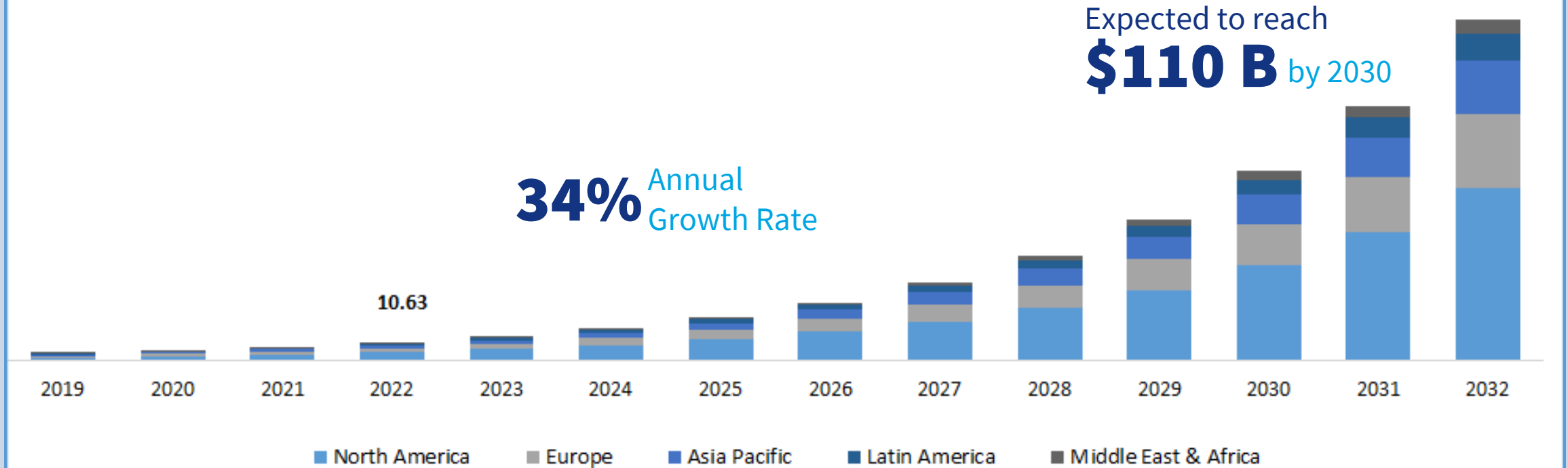
Limited knowledge of world and events after 2021

# Neuer Goldrausch: Generative AI



# Neuer Goldrausch: Generative AI

Generative AI Market Size, By Region, 2019 - 2032  
(USD Billion)



Source: Polaris Market Research Analysis

# Wie man Innovation “lernen” kann!





DAS SILICON VALLEY

# Vorbild für Digitalisierung & Innovation



**MINDSET  
& KULTUR**



**METHODEN &  
WERKZEUGE**



**ÖKOSYSTEM**



# Unsere Programme – Beginn des Infinite Innovation Cycles



# Our Service Portfolio

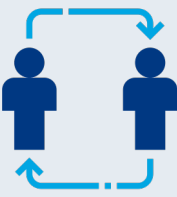
## US Expansion Support



MARKET  
REPORTS



US BUSINESS  
MODEL  
DISCOVERY



MATCH  
MAKING



VIRTUAL  
OFFICE



VC  
EC



INNOVATION CAMPS



TECH SCOUTING

## Innovation Journey Support



WORKSHOPS



IGNITE  
PROGRAMS



INNOVATION  
CAMPS



TECH  
SCOUTING



STARTUP  
LAUNCHPADS



# Innovation Camp Silicon Valley – Innovation zum Anfassen



## ZIEL

Das Auf- und Umsetzen von Innovationsprojekten

### VORBEREITUNG



**Identifizierung Ihrer Herausforderung**  
Beim Vorabbesuch im Unternehmen

### WÄHREND DER REISE

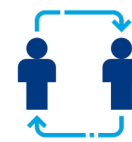


#### Bootcamp

- Mentoring
- Site-Visits
- Networking



**Discovery Interviews**



**1:1 Matchmaking**

### NACH DER REISE



**Umsetzung**  
durch Setzen von Meilensteinen und Next Steps

# Tech Scouting für den Infinite Innovation Cycle



## RETURN ON INVESTMENT

- Trendexperten werden
- Eigenes Silicon-Valley-Ökosystem aufbauen
- Langfristige Innovations-Strategie aufsetzen
- Moonshot Ideen finden
- Unendlichen Innovations-Cycle schaffen



## VORBEREITUNG



**Identifizierung  
Eurer Challenge**  
Beim Vorabbesuch  
im Unternehmen



**Trend Report**  
Wichtigste Trends  
für euer Business

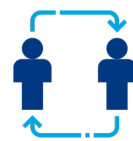
## WÄHREND DER REISE



**Site Visits**



**Trend Scouting  
Mentoring**



**1:1  
Matchmaking**



**Silicon Valley  
Mindset Adaptieren**

## NACH DER REISE



**Transformation**  
Wir helfen langfristige  
Strategien umzusetzen



**Das Beste  
aus zwei Welten**



# Empowering the Transatlantic Ecosystem



# 6th German American Mobility Dialogue



**6<sup>th</sup>**  
**German-American**  
**Mobility Dialogue**

**July 10 | 4 - 8 PM**  
*SAP Labs, San Francisco*

# AHK USA – Deutsch Amerikanischer Wirtschaftstag

**Deutsch-Amerikanischer  
Wirtschaftstag**

**15 JUNI  
-2023-**

**IHK Frankfurt**

**AHK** German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern



The  
Economist

Not N  
Farewell to John M  
Lessons from Singapore's  
Cryptocurrencies: a sp

SEPTEMBER 1ST-7TH 2018

# Peak Valley

Why startups are going elsewhere



Fragen?

# Kontakt



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CEO GACC West

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