

# INAUGURAL REPORT

2014- 2016

[www.gecocsa.org](http://www.gecocsa.org)



AMBER OF  
COMMERCE



# Our objectives

To support, promote and encourage sustainable and profitable trade and investment between South Australia and the Federal Republic of Germany and the broader European Union and its member States.

To provide for its members a coordinated trade advisory and facilitation service.

To improve bilateral trade relations with European countries.

To promote South Australian products and services at trade fairs, expositions and trade missions through its members.

To contribute to the development of employment and export related business opportunities in South Australia.

To appraise, advocate, promote and educate on economic and trade issues affecting South Australia and Europe.

To facilitate mutually beneficial and cooperative alliances with other Chambers of Commerce, Business Institutions, Economic and Trade bodies.

To act as a conduit of communication, coordination and facilitation between governments and business entities of South Australia and Europe.



*Chairman Klövekorn with Herbert Reiter President of the Austrian Association of SA Inc., Dr Ian Harmstorf OAM BVK and His Excellency Hieu Van Le OA, the Governor of South Australia and Patron of CITCSA during the early build-up phases of the chamber in 2014.*

# Why the European Union is your next Market:

The EU is the world's largest single market.

Over 160 of the world's top 500 corporations are headquartered in the EU.

The EU is Australia's third largest trading partner. Australia has an excellent bilateral trade framework with the EU, the 'EU-Australia Partnership Framework'.

The EU represents 28 member States with a total population of over 500 million.

24% of the global nominal GDP is generated by the EU, the EU having 7.3% of the world's population. In 2012 the EU was awarded the Nobel Peace Prize. Starting with the European Coal and Steel Community in 1951, the Treaty of Rome in 1958 and finally the Treaty of Maastricht in 1991 (through German Chancellor Dr Helmut Kohl and French President François Mitterrand), the EU has developed a lasting, peaceful and democratic union, lead through the European Commission, European Parliament, European Council and other Institutions such as the European Central Bank, Court of Auditors and Court of Justice of the European Union.

The EU has strong social justice and environmental protocols.

The EU has standardised many facets of the union for ease of business, including a majority common currency (euro) and initiatives such as the requirement for each member State to teach English at School.



# Our History, Activities and Reach

## – the first two years

Germany has been at the top of global export and trade charts for many decades, dominating the economic development space globally and within Europe in that time. Whilst Germany has in recent years come second or third to China and the United States, it remains a serious global economic power, and a significant economic and social contributor to many poorer nations in Europe and world-wide.

German influence likewise, has had a significant impact on the cultural and economic life of South Australia, with its capital Adelaide, bearing the name of a German Queen, and German pioneer settlements like Lobethal, Grünthal, Hahndorf and the Barossa playing a vital role in the ongoing development of the State to the present day.

Despite this impressive pedigree of the German – South Australian connection, early efforts to bolster these traditional trade partnerships eroded away by 2010 with no tangible SA based representation of the German/South Australian business community active.

German National but long term South Australian resident, Henning A. Klövekorn, author, businessman and later the foundation chair of the Chamber, sought to change this in 2014 by reinvigorating the German and SA business communities to rally behind a new Chamber. Henning sought first to revive the dormant German-Austrian Business Council of South Australia, and also wrote to the National German-Australian Chamber of Industry and Commerce to see if either one could be revived or the other consider a branch in SA. These discussions resulted in the decision to commence a new and independent pathway without limitation to form a new Chamber.

Despite ongoing economic challenges globally and in Australia, the passionate vision of a reborn Chamber to represent bilateral trade opportunities between SA and Germany resonated with early adopters and supporters. A formidable team of interested parties and stakeholders grew to rally behind the idea, including key early leaders such as Guenter Pratz, Simon Thomson, Chris Schroeder and Frank Lucks, who later took positions on the Management Committee. Henning Klövekorn devised the first Constitution of the Chamber, its logo, management system templates, Meeting of Minutes, Plan, Application Form and marketing strategy, all of which were tabled, analysed, revised and later adopted unanimously by the Board, leading to a submission for Incorporation on the 7<sup>th</sup> April 2015 to the Office of Consumer and Business Affairs.



Guenter Pratz, former President of the German Club and the German-Austrian Business Council was instrumental in supporting the Chairman and the Chamber through his contacts, particularly in establishing a vital link through the Council for International Trade and Commerce of SA or CITCSA. Our Vice-Chairman also played a pivotal role in establishing a Chamber Office on Melbourne Street North Adelaide and accompanying the Chairman to critical foundation meetings with key influencers.

Following Ministerial Consent, the Chamber received its State Incorporations Charter on the 21<sup>st</sup> of May 2015. By June the Chamber was already intensively involved in workshops with the State Government, including discussions with the Office of the Agent General (London) on the North Atlantic Strategy. The Chamber held meetings at the German Association, met with other European Chambers such as DutchSA and the Aboriginal

Business Industry Chamber of SA. A further milestone was struck with the Austrian Club, when an alliance was negotiated between the Chamber and the Austrian Club by January 2016 allowing



the Chamber the use of its club rooms. Under the charge of our Chair, the activities branched out into social enterprises such as the support of the 'End Domestic Violence' Campaigns for the Western Adelaide Violence Against Women Collaboration.



By February 2016 Henning Klovekorn was voted in by a conglomeration of Chambers as the European Director on the Board of the Council for International Trade and Commerce, the peak body of 39 international chambers in SA.. In March of 2016 the Chamber met with The Right Honourable Martin Haese - Lord Mayor of Adelaide and Lady Mayoress at the Adelaide Town Hall, this with our ties to the Polish Consulate Gosia Hill. Guenter and Henning also represented the Chamber in meetings with the German Honourary Consul Mr James Porter who has been Germany's representative here since 1994.

On the 22<sup>nd</sup> of March the Chair represented the Chamber at Government House during the 2016 Multicultural Awards (see to the left with dancers of the Mexican Cultural Association).



Frank Lucks, Trustee of the Board and a senior business development manager, supported the chamber through organising a large pull-out banner, and organising high quality membership certificates with seals. He instigated meetings with the Commissioner for Small Business and was also crucial in leading the Chambers sponsoring and fielding the first German Team for the T12 Cricket Nations Cup in April 2016.



In April of the same year the French Submarine Builder DCNS secured the largest defence contract of its type in Australia, the \$50 billion submarine build. Here too our Chamber took a role in representing German European interests with a meeting between Henning Klovekorn and His Excellency Christophe Lecourtier the Ambassador of France through the French Chamber of Commerce of SA which has done significant work in fostering the French-Australian alliance. In April the Chairman also represented the Chamber at the State's commemoration of the birthday of explorer Captain Charles Sturt meeting the originator of CITCSA former Premier (1993-1996) the Hon. Dr. Dean Brown AO.

The 6<sup>th</sup> of May saw the Chamber hold a large meeting with its supporters and members at the Austrian Club with special presentations from the Worshipful Master of the South Australian German Freemasons Lodge Concordia and its Attaché's. Two significant announcements were made introducing both Seppeltsfield Wines of the Barossa and Finlaysons as Major Sponsors.

The 18<sup>th</sup> of May 2016 had the Chamber meet Dr. Mark Higgie Ambassador to Belgium, Luxembourg, the European Union and NATO in a fantastic DFAT initiative to strengthen ties between Federal and State initiatives.



Within this period Mr Francis Wong OAM KGSJ of CITCSA commissioned Henning Klövekorn to form the European Union and Russian Federation Sub-Committee. Henning saw the opportunity to link this committee to GECOCSA and following many months of intensive analysis and work, a joint AU-EU Free Trade Agreement Submission was forwarded and later published by the Department of Foreign Affairs and Trade. Our Corporate member, the EU Centre for Global Affairs provided significant assistance in statistical support through Simon Zyrianov. Instrumental here was the joint cooperative work by representatives of the Russian Federation, Slovenian, Latvian and Dutch Chambers, as well as the Consul of Poland.



In August 2016 the first woman Board member, Mrs Kimberly Boland, was co-opted to the Board for her specialist skills and general engagement within the Chamber. In August 2016 Henning and Frank also met with Hon. Martin Hamilton-Smith MP, Minister for Investment and Trade, Minister for Small Business, Minister for Defence Industries and Minister for Veterans' Affairs. Here we were able to work with the Minister to ensure Germany was maintained on the State's outbound trade mission schedule for 2017. We thanked the Minister that our Chamber had been invited to contribute to the State's North Atlantic Strategy and also offered to the Minister an early draft of our joint AU-EU FTA submission.



In August 2016 key members of the Chamber were given another fantastic opportunity, this time through South Australia State Office of the Department of Foreign Affairs and Trade to have extensive discussions with the new Australian Ambassador to Germany, Ms Lynette Wood, this included our newest members, Mr Ingo Jerke, Operations Manager, Orora Beverage – Closures and Michael Wehrs, Export Manager for Kay Brothers Winery-McLaren Vale. The Chamber was also represented by Corporate Sponsors Jeremy Schultz Partner, Finlayson's, Justin Boehm, Member Relationship Executive, Ai Group (Corporate Member) and our Board.

In ending the Chamber's hectic year, our Chairman was honoured with the opening of the largest Oktoberfest in South Australia, Oktoberfest in the Gardens. This included a traditional Bavarian beer keg tapping and our Chair also led cultural activities on stage in front of over 5,000 participants.



Government of South Australia  
Consumer and Business Services

**SOUTH AUSTRALIA**  
Associations Incorporation Act 1985  
Section 20(1)

Incorporation Number: A42596

## Certificate of Incorporation

This is to certify that

**GERMAN EUROPEAN CHAMBER OF  
COMMERCE SOUTH AUSTRALIA  
INCORPORATED**

is, on and from the twenty-first day of May 2015  
incorporated under the Associations Incorporation Act 1985.

Given under the seal of the Corporate Affairs Commission at Adelaide on this  
twenty-first day of May 2015

Acting Commissioner of Corporate Affairs



Certificate

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*Frank Lucks Trustee GECOCSA, John Chapman Small Business Commissioner and Henning Klövekorn Chairman GECOCSA and Board of CITCSA (May 2016)*



*The Chamber supporting the Clothesline Project with Louise Kelly, Chairwoman of the Western Adelaide Violence Against Women Collaboration (October 2015).*



*Pictured: Guenter Pratz (Vice Chairman) (Left) and Henning A. Klövekorn (Chairman) (Right) of the German European Chamber, with His Excellency Dr. Mark Higginson.*

# Our Board

The Management Committee is comprised of experienced and qualified business entrepreneurs and Directors charged with the leadership of the Chamber to facilitate trade and investment opportunities between Europe and South Australia.



Chairman and Public Officer

## **Henning A. Klövekorn**

B.A (Int. Stud.), G.C (OHS), M.A (Env.) IRCAPA CPMSIA CAHRI

Henning is the foundation Chairman of the GECOCSA. Multiple published author on theology and leadership; and CEO for Schwerpunkt Pty Ltd. Having undertaken business in various parts of the globe, he is best known for founding Skytrust a global software solution. Former Group HR Manager for Liebherr Australia, he is also chief advisor (WHS) for the Department of Further and Tertiary Education of SA. Henning has a significant service record in the German Community of SA as current European Director for CITCSA, Secretary of German Freemasons Lodge Concordia, past Adelaide University Volkschor President, Oktoberfest MC, Bavarian Dancer for multiple cultural shows and former Board member of the German Club. [www.klovekorn.com](http://www.klovekorn.com)

Vice Chairman

## **Guenter Pratz**

B.A (Eco.), Cert. Bus. Law, B.A (S.Admin)

Guenter is past President of the German Austrian Business Council of S.A and the S.A German Association. Guenter has studied and worked in both Germany and Australia, having successfully navigated complex legal and contractual deals in both countries.

A Director of AU-EU Connect, past Board member of the Council for International Trade and Commerce SA, past Counsellor for the Ethnic Communities Council and Social Worker for the South Australian Public Service, Guenter remains a key mentor and strategist for the Chamber.



Secretary

## **Simon Thomson**

With a 12 year background in the Australian Mining and Resource sector, Simon adds vitality and innovation to the Committee, being involved in various start-up ventures in the ICT space.

As a qualified diamond driller and management systems auditor, Simon has hands-on experience in Australia's most prominent sector and brings probity assurance to the systems of the Chamber in line with ISO 9001 requirements.



Treasurer

## **Chris Schroeder**

Dip.Mktg, Adv.Dip.Mgt, Adv.Dip.HR, CSSBB.

Chris is the Business Excellence Leader at TasNetworks and is an accredited Six Sigma Blackbelt. He has extensive experience in business improvement, project management and business operations, gained in both the rail freight industry, and more recently in the financial sector.

Chris is also a Director on the Board of not-for-profit community radio station Fresh 92.7.



# Our Board



Trustee  
**Frank Lucks**

Frank has over 25 years' experience in senior level leadership, experienced in strategy, planning, forecasting, business partnerships, marketing and business development. Identifying, developing and commercializing business opportunities.

As the current Business Development Account Manager for the Department of Tertiary and Further Education, and former Business Manager - Member Services for the Civil Contractors Federation, Frank adds significant experience and integrity to the Chamber as its independent Trustee.



**Kimberly Boland**  
BA (Psy.) MBA

Successful motivational coach, speaker and business woman, Kimberly was co-opted to the Board as a specialist. Her far reaching work in the psychological as well as professional development arena make her a valuable asset to the team.

Kimberly also has a significant Human Resource career, having worked for 'blue chip' organisation such as TAFE and Schneider Electric in senior HR roles.

*'Our approach has always been to work in collaboration with all organisations who seek to support bilateral trade between Europe and South Australia'*



*United Europe, the Chamber works with various delegates across Australia, Germany, Poland, Latvia, Holland, The Russian Federation and Latvia; for the AU-EU FTA Submission.*



# FINLAYSONS

*Australian Lawyers*

- Agribusiness
- Banking and Finance
- China
- Corporate
- Defence
- Environment, Climate Change and Planning
- Education and Research
- Energy
- Family Business
- Health
- Intellectual Property
- Insurance
- Planning
- Property and Development
- Resources
- Risk and Dispute Management
- Tax and Revenue
- Wills, Estates and Succession Planning
- Wine
- Workplace Relations, Management and Safety

Adelaide • Darwin  
[www.finlaysons.com.au](http://www.finlaysons.com.au)

Above: Major Sponsorship with Finlaysons. Trustee Frank Lucks with Finlayson's Chairman Jeremy Schultz.  
Below: Major Sponsorship with Seppeltsfield. Guenter Pratz with Jen Schmidt and Seppeltsfield sales and marketing manager Chad Elson.



50 YEARS  
1957  
AUSTRIAN BOTTLED

GERMAN EUROPEAN



## Our Supporters and Sponsors

The German European Chamber is supported by key sponsors and corporate members who have made an outstanding contribution to the Chamber.

# FINLAYSONS

Finlaysons is one of Australia's most respected major commercial law firms. We are based in Adelaide and can trace our origins back 165 years to 1850.

It is this heritage which continues to attract outstanding legal talent and sees us advising clients with interests in South Australia, all Australian jurisdictions and over 15 other countries.

Specialist expertise, deep industry knowledge and outstanding client service are the keys to our success and long heritage. We value our clients and work in partnership with them as outlined in our Client Charter.

We act for private companies, ASX listed companies and government agencies. Our Managing Partner heads up the executive team and our 21 partners lead a team of approximately 60 lawyers, who are supported by about 55 administrative staff.

Finlaysons' specialist practice areas combine in-depth industry knowledge, technical skill and a thorough understanding of your needs to provide you with practical and commercially-focused advice and solutions.

<http://www.finlaysons.com.au/>

## SEPPELTSFIELD



Seppeltsfield was established in the Barossa Valley by Joseph and Johanna Seppelt just 15 years after the European settlement of South Australia. Steeped in rich Barossan heritage, the estate is considered a true national treasure which helped shape the history of the Australian wine industry.

In 1850, Joseph Seppelt, an emigrant of Silesia, purchased 158 acres of land in the Hundred of Nuriootpa from Hermann Kook, farmer of Tanunda, at £1 an acre. Designating it 'Seppeltsfield', his original intention was to farm tobacco, with later Seppelt generations concentrating the estate's efforts on grape growing and winemaking.

Seppeltsfield flourished throughout the 1900s as part of the Seppelt family's expanding interests in the liquor industry, which grew to include vineyards and wineries across various Australian regions. Along with wine, the Seppelt stable included spirits such as Brandy, Gin and Vermouth as well as an assortment of cordials, vinegars and essences.

Whilst the Seppelt expansions of Great Western and Rutherglen (Victoria) were highly prized, it was always the original home of Seppeltsfield in the Barossa that was regarded as the jewel in the family crown. Over 420 acres surround the Seppeltsfield estate - now a combination of ancient vineyards, historically significant winemaking buildings, majestic gardens and priceless architecture. The property boasts twelve heritage listed buildings, 2000 Canary Island palm trees and over 25,000 barrels of prized fortified wine, maturing gracefully within the estate's vast cellar holdings.

Seppeltsfield is most famed for the Centennial Collection - an irreplaceable and unbroken lineage of Tawny of every vintage from 1878 to current year. The estate remains the only winery in the world to release a 100 year old, single vintage wine each year. The estate also boasts a remarkable collection of Apera (Australian Sherry), crossing Fino to Oloroso styles, all held in vast Solero nursery cellars.

More recently, the recommissioning of an 1888-built Gravity-fed Cellar has revitalised the estate's prowess with still wines. Super premium Barossa red varieties are once again passed through the Gravity Cellar, which enables gentle colour and tannin extraction - now a coveted modern day winemaking practice. Seppeltsfield is a marriage of Barossan history, community and fine winemaking endeavour. A new golden era now sees contemporary art and design (through JamFactory studios) and gastronomic excellence (through FINO restaurant) contribute to an exciting renaissance of Australia's iconic wine estate.

<http://www.seppeltsfield.com.au/>



The German European Chamber shares a very special relationship and alliance with the Austrian Club of South Australia. We encourage our members to join the Austrian Club and hold all our meetings at the Austrian Club where we always receive a warm welcome.

Some history about the Austrian Club in SA:

During the 1950's Australia embarked on a migration program to entice people from Europe and Great Britain to start a new beginning in a young growing country. With the promise of plentiful work and the land of opportunity many Austrians took up this challenge and immigrated to Australia. Around 2,000 Austrians finally settled in South Australia. The difficulties encountered in these early years found the need to keep together and the idea of an Austrian Club was made a reality in July 1957.

Our first President Hans Neubauer along with Martin Frittman, Harry Gross, Erwin Johannik and others got together to lay the foundations for our present Association.

At its first official meeting in July 1957, the following guidelines and aims were laid down in an effort to establish such an Association:

- to maintain the Austrian cultural heritage
- to build a home for the club
- to establish a group of folk dancers

which should give Austrians living in Adelaide and South Australia a feeling of togetherness.

<http://www.austrianclubsa.com/>

## **schwerpunkt**

Schwerpunkt Pty Ltd is a pioneering virtual reality software company. The organisation pushes new technological frontiers for the advancement of business, society and individuals. Schwerpunkt was the first company in the world to commercialise VR tourism.

Schwerpunkt specialise in VR Marketing (Google Cardboard) and Immersive Solutions for Tourism, Real Estate, Education, Cultural Protection and Business Promotion.

[www.schwerpunkt.uk](http://www.schwerpunkt.uk)

## **international design solutions**

At International Design Solutions (IDS) we specialise in Design, Documentation, Project Management and Fit-out of Hotel and Apartment developments and refurbishments.

With over 30 years' experience we focus on a small number of projects annually to provide the best possible service to our client from beginning to end. We work with our own manufacturing partners both here in Australia and overseas in Asia and Germany.

<http://www.idsonline.com.au/>

## **AUEU connect**

AuEuConnect helps Australian and Asian companies seek investment, and strategic business opportunities in Central Europe, in particular in Germany and Poland. We also work with international companies wishing to invest or relocate to Australia. We welcome international businesses arriving in Australia and offer our prestigious business address, virtual office and business consultancy services.

We help companies leapfrog the barriers of language, time and distance in international business through:

- Market research and entry strategies
- Industry and policy briefings
- Partner search and engagement
- Multilingual negotiation
- Export development funding
- Event management
- Multilateral strategic alliances

We are a vibrant group of professionals who engage in business relationships outside of the traditional and outdated business models. By looking at the world with a cross-cultural lens we are able to facilitate sincere and direct collaboration with business, governments and the not-for profit sector.

[www.aueuconnect.com](http://www.aueuconnect.com)



THE UNIVERSITY  
of ADELAIDE

EU CENTRE FOR  
GLOBAL AFFAIRS

Based at the Institute for International Trade, the EU Centre for Global Affairs is dedicated to deepening the understanding of the EU-Australia relationship and their interaction with the Asia-Pacific region.

The centre has, and will continue to, engage in and develop deep dialogue between academia, government, business and civil society within the European and Australian communities on matters of international trade and investment, economic development, and regional cooperation and integration in the Asia-Pacific region.

The overall objective of the EU Centre is to deepen the bilateral EU-Australia relationship, as well as the relationship of both the EU and Australia with the Asia-Pacific region, to support trade and investment growth and greater people movement, all of which contributes to higher levels of wellbeing and a wider cultural awareness in communities.

<http://www.adelaide.edu.au/eucentre/>



The Australian Industry Group (Ai Group) is a peak industry association in Australia which along with its affiliates represents the interests of more than 60,000 businesses in an expanding range of sectors including: manufacturing; engineering; construction; automotive; food; transport; information technology; telecommunications; call centres; labour hire; printing; defence; mining equipment and supplies; airlines; and other industries. The businesses which we represent employ more than 1 million people.

Our organisation provides practical information, advice and assistance to help members run their businesses more effectively. It ensures through policy leadership that members have a voice at all levels of government, by representing and promoting their interests on current and emerging issues.

Ai Group members operate small, medium and large businesses across a range of industries.

Ai Group is closely affiliated with more than 50 other employer groups in Australia alone and directly manages a number of those organisations.

Our organisation has formal and long standing links with more than 80 overseas employer organisations such as the Confederation of Indian Industry; the Chinese Machinery Industry Federation; The Osaka Chamber of Commerce and Industry; the Federation of Malaysian Manufacturers; the US National Association of Manufacturers; the Confederation of British Industry and Business New Zealand.

<https://www.aigroup.com.au/>



Pictured from top left: Our Chairman addresses members, Finlayson's Chairman Jeremy Schultz makes an address, Group Photo, Alex Lloyd (new member), Walter Lebedew OAM and Irina Lyudviga, Russian-Australian Chamber of Commerce & Industry Inc with our Chairman (Meeting 6<sup>th</sup> of May 2016).





“Cultural and economic activities go hand in hand. The Chamber has chosen not simply to lead in representing bilateral trade opportunities, but delivering on supporting cultural and ethnic exchanges, which lies at the very heart of the human condition and forms the basis for good trade relationships.”

“We show the European how to hold a cricket bat, and the Australian the difference between a Bavarian and a Saxon... once there is cultural understanding, there can be economic opportunity, built on that understanding.”

*Henning A. Klövekorn, Chairman's Report*



*Germany's first 11 +1, with Dana Wortley MP and Russell Wortley MLC at the Cricket Nations Cup.*

# Chairman's Report

The first 18 months to two years of the German European Chamber have been an unprecedented period of trailblazing, relationship building and importantly, tangible contribution to the economic fabric of South Australia, the European Union and beyond.

Despite a challenging global economic outlook, the vision to re-establish, and in fact, wield with flourishing enthusiasm, a German European focussed Chamber of Commerce in South Australia is a testimony to the commitment, passion and determination of our Board, our Sponsors, Supporters and Members.

I would like to take the opportunity to thank the Board for their uncompromising commitment to the Chamber, to the Vice Chair Guenter Pratz for his wisdom and Chris Schroeder our Treasurer who painstakingly prepared and reconciled our accounts (submitted at our AGM).

As this Inaugural Report shows, the Chamber has had significant involvement in an array of political, ambassadorial, trade and cultural representations. One could be forgiven for thinking this Chamber has many years of precedence behind it to operate so seamlessly in the way it has, but it did so entirely unperturbed by its infancy, driven purely by its passionate objectives and guided by well experienced practitioners.

The support of our sponsors and corporate members cannot be understated. Government funding, both Federal and State, has been very limited in this space as governments seek to carefully use tax payer resources for increasing demanding areas of need, and in its inaugural years the Chamber sought not to rely on government or tax payer contributions, rather, seeking to demonstrate its significance by member-support. Finlayson's and Seppeltsfield are two great South Australian companies committed to this Chamber. The Austrian Association of South Australia too was instrumental in supporting our Chamber through allowing us the use of their club rooms and we have received broad support from European Consulates, CITCSA, DFAT, DSD, other European Chambers and off course our formidable corporate members which we outline in this report.

South Australia is a great place to live and do business because people from all persuasions help one another to pursue their dreams.

Cultural and economic activities go hand in hand. The Chamber has chosen not simply to lead in representing bilateral trade opportunities, but delivering on supporting cultural and ethnic exchanges, which lies at the very heart of the human condition and forms the basis for good trade relationships. It's a privilege to lead this Chamber in such a supportive, peaceful and diverse State.



We show the European how to hold a cricket bat, and the Australian the difference between a Bavarian and a Saxon... once there is cultural understanding, there can be economic opportunity, built on that understanding.

We are not resting on our laurels, instead we continue to sharpen our focus and in 2017 we hope to take part in important trade representations in Europe. But as we reflect on a terrific and hard working beginning, I objectively believe that some of our major highlights included:

- **Tabling of a detailed EU-AU Free Trade Agreement submission to the Department of Foreign Affairs and Trade as a joint submission with CITCSA, officially published on the DFAT website.**
- **Submissions to and tangible workshop involvement with the State's North Atlantic Strategy.**
- **Round-Table discussions with senior figures in the diplomatic space from the Minister of Trade to the Mayor of Adelaide, Australia's Ambassador to Germany and the French Ambassador.**
- **Being elected to the Board of the Council for International Trade and Commerce of SA as its European Director thereby assuming a broader representative role for the EU.**
- **Opening the Inaugural Oktoberfest in the Gardens and leading its cultural events in front of over 5,000 spectators, a wonderful memory and honour to cherish for years to come.**

This Inaugural Report will provide details and photos of these major achievements and many other events and representations the Chamber has been involved in.

The vision to revitalise the German-European Business Community in South Australia has been achieved and I thank all the members of the Board, CITCSA, State and Federal Governments, our Sponsors and Partners as well as our members for the courage, determination and resilience to sow new seeds and inspire new opportunities.

Mit freundlichen Gruessen,

Euer,

Henning  
Chairman and Public Officer  
Henning A. Klövekorn



*Chairman Klövekorn, Vice Chairman Pratz, with Deputy Lord Mayor Megan Hender.*



*Dr Dan Tyson (Director and Secretary) and Noel Bridge (Director) representing the Aboriginal Business Industry Chamber of SA (ABICSA) furthering the cause of our First Australians. Pictured with Henning Klövekorn (Chairman) and the Board and guests of the German European Chamber*

*"Our Chamber would not have thrived if it was not for the support of governmental agencies, consulates, auxiliary organisations such as CITCSA, the Austrian Club; and of course our volunteers.*

*Support was overwhelming with DFAT, DSD, the Governor and other Chambers all contributing to our growth. South Australia is a great place to live and do business because people from all persuasions help one another to pursue their dreams.*

*It's a privilege to lead this Chamber in such a supportive, peaceful and diverse State."*

*Henning A. Klövekorn, Chairman's Report*

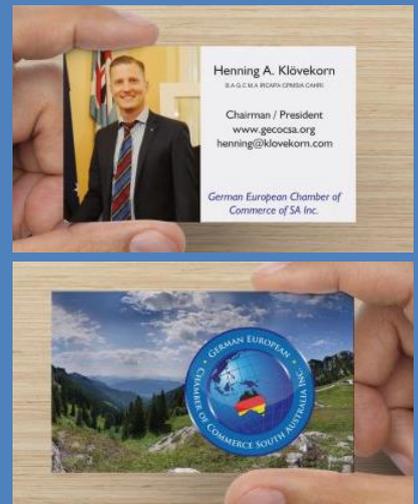
# Marketing

Being in its inaugural phase, the Chamber placed significant focus on marketing activities to help bring the name of the Chamber and its activities to key target audiences. Our Chairman personally sponsored a number of these marketing campaigns including the Festive Season cards, mousepads and of course time to put together the extensive website, newsletter, Facebook site and nametags.



Our Trustee Frank Lucks organised the Chambers banner and crest maker. The Board decided towards the middle of 2016 to advertise its activities within the Austrian Club Newsletter as a thank you to the club for allowing the Chamber to use the facilities, and as a way to further market our Chamber and our Sponsors and Corporate Members to the broader community. This campaign was very successful with large one page marketing spreads appearing for four printings, sporting our sponsors and corporate member logos as well as detailing our activities and objectives. This had a reach of several thousand people.

Our 2015 and 2016 Festive Season saw all members and a large array of diplomats, public servants and VIP's in the space receive personalised cards to reinforce our mission and thanking them for their support. In 2015 all members received a free colour mousepad with our logo emblazoned upon it. Our new Chamber banner, as well as banners of our sponsors were used during meetings. The Board received new Chamber Business Cards and nametags designed by our Chairman. A newsletter and website with extensive details kept members and the community abreast of all activities, and members were amongst the first to receive the news of the French bid win for the South Australian submarines, with the Chairman releasing special bulletins to members within minutes of their official announcements.



Top left: Newsletters  
Top right: Business cards.

Left: Austrian Club magazine advertising.

Centre: Nametags.

Right: Chamber web site.



# Looking to the Future

As pleasing as the first years of the Chamber have been in seeing the seeds of hope grow to a series of accomplishments, the future work and opportunity for the Chamber, as well as its future sustenance, requires continued vigilance and effort.

The top three priorities for the immediate future are:

1. Realising the advice offered by our strategic submissions to State and Federal Governments through continued diplomatic bilateral representations.
2. Representing South Australia and our Chamber in a 2017 business mission into Germany/Europe.
3. Strengthening membership engagement.

The challenging economic environment and limited funding opportunities has resulted in the demise or critical resource depletion of a number of business councils and chambers. It is a critical priority, having shown what impact we can have, to lobby State and Federal Governments, as well as corporate enterprise to support our vision to rekindle trade with Europe.

The co-option of our first female Board member in 2016 also paves the way for more women to demonstrate their interest in the contribution to the economic and bi-lateral relationships and we invite, indeed seek out to realise greater gender diversity both within our Board and our Chamber at large.

With the advent of the largest defence contract in Australia being awarded to a European State, we must also ready ourselves for one of the great economic dividends and projects of our generation, where our Chamber can play a key part.

*Pictured are: Corporate Sponsor Jeremy Shultz Partner, Finlayson's, Kimberly Boland (Board GECOCSA), Ingo Jerke, Operations Manager, Orora Beverage – Closures, Frank Lucks (Trustee GECOCSA) Vice Chairman Guneter Pratz, Chairman Henning Klovekorn, Ms Lynette Wood as Australia's Ambassador to Germany, Michael Wehrs Export Manager for Kay Brothers Winery-McLaren Vale and Justin Boehm, Member Relationship Executive, Ai Group (Corporate Member).*



**Narada**  
Narada Power Source Co., Ltd ( Stock Code:300068) is a national high-tech enterprise. The company was founded in September 1994, and listed in the A shares of  
in April 2010. Vision of Narada is to develop and provide the best power solution to industry of BESS (battery energy storage system), communication infrastructure, E-vehicle,  
integration etc. Leading products are BESS, VRLA battery, Lithium-ion Battery, and Fuel cell. "Communication, Power and Energy Storage" are three of Narada strategic  
directions will be the major supporting industries for future development. "NARADA" products have covered more than 150 countries.

#### Marketing network



*Guenter Pratz, Vice Chairman of the GECocSA is engaged in trade talks at Intersolar Europe in June 2015 as Director of AU-EU Connect and representative of the Chamber.*

*"As an immigrant from Germany myself many decades ago, I know hard work, application and determination are key factors in success. But SA has a certain 'esprit de corps' which through networking and dialog can really advance businesses.*

*Our company has gone from strength to strength and I now have the privilege to help others achieve their mission."*

*Guenter Pratz,  
Vice-Chairman's and Director of AU-EU Connect*

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