



**ea** european american  
chamber of commerce  
greater cincinnati  
Annual Delegation to Europe 2024

# Germany & The Netherlands Best Practices in Advanced Manufacturing, AgriTech and Logistics



# Purpose of the Trip

**Connecting Europeans and Americans to do Business...**

... With a focus on Advanced Manufacturing (Automation & AI) and Logistics

**This visit to Southwest Germany (Nordrhein Westfalen) by way of the Netherlands is designed to fulfil all elements of our mission:**

**EDUCATE**

**Site visits** in partnership with EACC Netherlands and NRW.Global Business, including KIPSTER (AgriTech), Inther (Logistics), Steinert, Beckhoff Automation, Wilo, Claas and the University of Dortmund.

**ACCELERATE**

**Gain insights and knowledge** about the region/s from transatlantic peers & economic development partners that can lead to improved practices and new ideas and vision.

**CONVENE**

**Opportunities to convene** with JobsOhio, embassy and consulate members, who have a greater view of the economic and political landscape and will share their experiences over time.

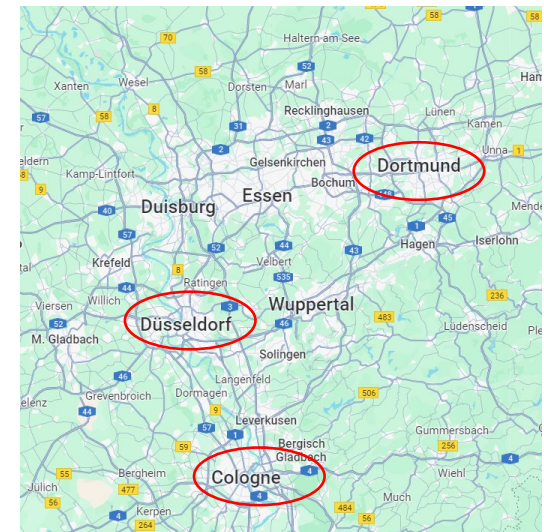
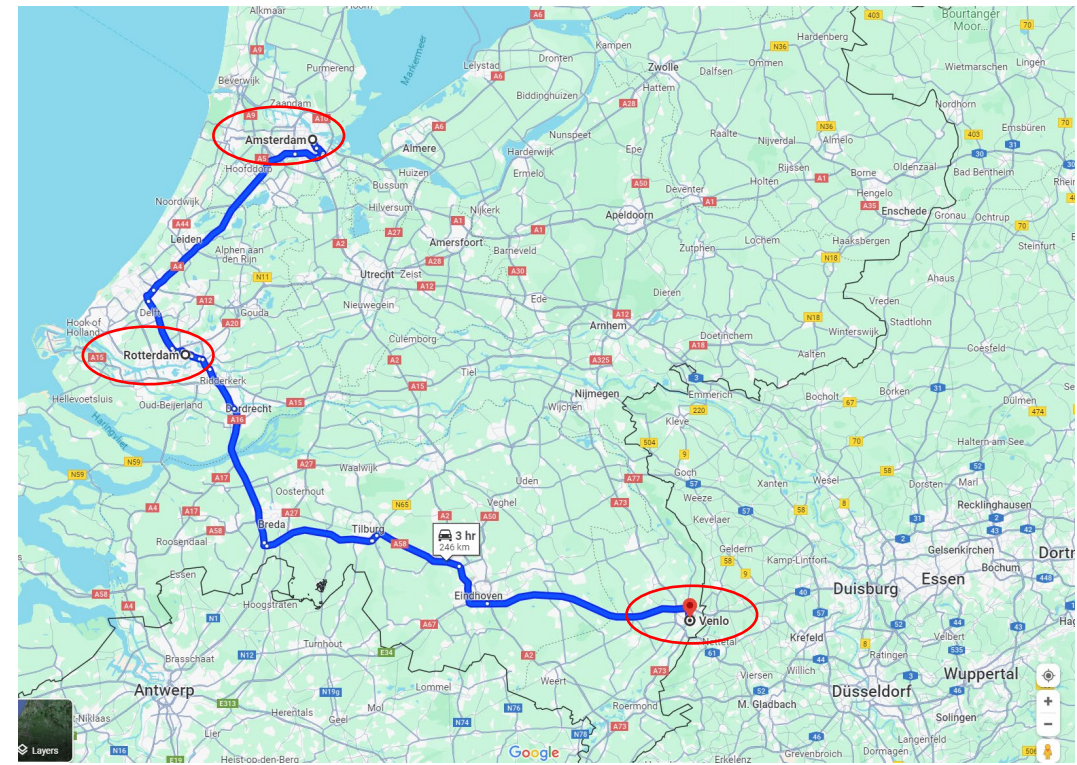
**CONNECT**

**Networking events** with transatlantic peers, economic development agencies, service providers, and government officials for relaxed exchanges and relationship building.



# The Agenda

1. Saturday June 8 – Depart CVG Arrive AMS
2. Sunday June 9 – Arrive AMS
  - Check-in hotel
  - Free day to explore/rest
3. Monday June 10
  - AM Amsterdam Roundtable with US Consul General and EACC NL Members
  - PM Rotterdam EDO + Port of Rotterdam & Innovation Center
  - Reception + Dinner
4. Tuesday June 11
  - Travel to Venlo – border logistics hub
  - Visit with LIOF EDO, Inther, Kipster and Brightlands (Innovation) Campus
5. Wednesday-Thursday June 12-13
  - June 12 AM travel to Dusseldorf
  - Visits to Steinert (Cologne), Wilo (Dortmund), University Dortmund
6. Friday June 14
  - Visits to Claas and Beckhoff Automation (Dortmund)
  - Return to Dusseldorf
7. Saturday June 15
  - Depart DUS to CVG





# The Business Experience

Our Netherlands hosts were consistent in their focus on:

- Circularity
- Energy Transition
- Sustainability

Through innovation and technology. As a small country, they are singularly focused on investments that will make a positive difference in their environment.

In Germany, our company visits showed commitment and action in those same directions.

## Did You Know?

- The Netherlands has the longest diplomatic ties with the USA?
- The Netherlands used to have the largest port in the world – now the largest in EU?





# Bonding over Food & Wine

Experiencing the culture of our destination countries and cities is another goal and benefit of the EACC Europe Trip.

While the opportunities for sightseeing were limited this year, we still had to eat!

From Indonesian cuisine, to Food Hallen, to Brötchen, to University cafeteria food, to a local German Stube... our group experienced traditional foods, both local and international, as well as fine wines and local spirits.





# Bonding through Travel

They say that if you really want to know someone, play poker with them, drink with them or travel with them.

This year's trip saw our delegation visit 3 cities in the Netherlands and 3 cities in Germany. We traveled by bus (with driver), by train and by minivan. Oh, and by water taxi!

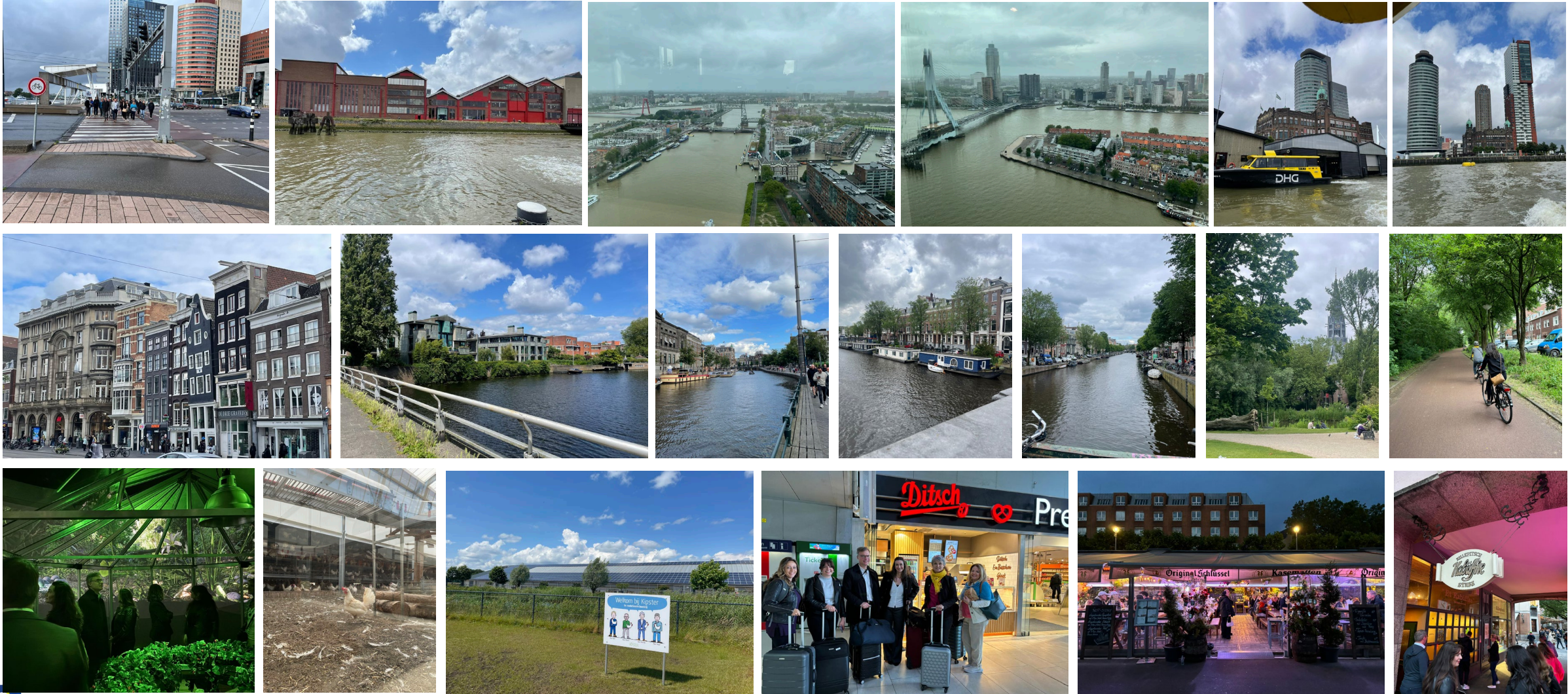
We experienced jet lag together, hunger, rain, cool temperatures, aggressive bicycles and trams... and we came out with unique memories and friendships.





# Unique Sights and Sites

Chickens, canals, crooked buildings, nightlife, DITSCH(!), water taxis, a giant port and converted shipyard... we saw a lot.





# The Feedback

**100% of participants considered the trip worthwhile, with 60% saying “Absolutely”.**

**80% of participants would recommend participation to friends/colleagues (20% maybe).**

**Overall, there was no preference of one country experience over the other.**

As with most experiences, there are highlights and lessons. We asked our participants to share their thoughts on both:

Highlights	Recommendations for Improvement
<ul style="list-style-type: none"><li>• A good mix of activities</li><li>• Company Visits</li><li>• JobsOhio event</li><li>• Port of Rotterdam</li></ul>	<ul style="list-style-type: none"><li>• Include cultural experiences / time for exploration</li><li>• Remain in one or two locations (home base)</li><li>• Incorporate some downtime</li></ul>

## **2025 destinations proposed/ranked:**

1. Switzerland
2. Spain
3. Sweden

## **Other destinations proposed:**

- Belgium
- UK
- France
- Finland
- Eastern Europe

