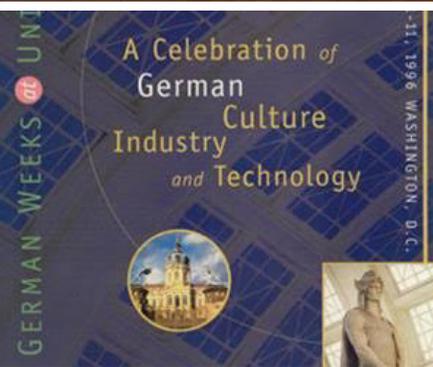


SDI

SUSAN DAVIS
INTERNATIONAL



Challenges

After a series of polls by the German government and the Federation of German Industries, an initiative was contemplated by the German government to improve their image and relationships in the United States with the goals were to increase business and tourism, as well as strengthen governmental ties. SDI was retained by the Republic of Germany's Federal Ministry for Economic Affairs, now the Federal Ministry for Economic Affairs and Energy, to create a platform for major visibility in Washington, D.C. amongst key stakeholders.

Solution

SDI created the theme "From Germany to You" to present Germany as a modern economic center and a culturally rich country with a host of mutual connecting points with America in art, culture, innovation, trade, communications, politics and beyond. To express the theme, we created, organized and promoted a major 11-day trade and cultural exposition at Union Station. The exposition formed a compelling visual presentation of modern Germany, its products, culture, people and technology. It also provided a comprehensive view of Germany's impact on American technology and industry through inventions and innovations in every major field.

Associated special events included multiple receptions for Congress, the Administration and key stakeholders; a major dinner with German designers offering a fashion show; matchmaking sessions and trade/technology seminars. Also, we worked with Union Station shops and restaurants to carry German products and offered German food menus.

Results

More than 500,000 people visited the exposition and events at Union Station, creating a watershed opportunity for Germany to build on the success of "From Germany to You."

Media coverage included The Washington Post, Washington Times, Fox News, CNN, Time, and many other national media outlets, as well as daily regional television.

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