

# Invitation and Registration

## Study Trip to Germany April 8–12, 2019



## Explore Direct Marketing Opportunities & Learn about Transatlantic Agricultural Trade

In times of international trade tensions, maintaining a strong transatlantic relationship is important. Farmers in America and Germany face similar challenges, including increasing regulations, public acceptance and changing commodity prices.

The Transatlantic Agricultural Dialogue is an **exchange program** for German and American farmers. This study trip allows you to understand international markets better, explore the dynamics of EU policy, exchange practical ideas, and build lasting contacts and friendships in both countries.

The topic of this study trip is Direct Marketing. Participants have the opportunity to discover how direct marketing works in Germany and to take home valuable ideas for their own businesses. Join us and explore successful strategies to increase revenue, engage in in-depth discussions with local farmers and policy makers, and develop new perspectives on direct marketing and agricultural trade.

Come and join us for a **trip of a lifetime** and become a part of our transatlantic farming community!

Supported by

## Planned activities

- **Farm visits** to see firsthand what German agriculture looks like.
- **Peer-to-peer exchanges** to explore new direct marketing concepts.
- Visits to **German farmers markets and stores**.
- Meetings with **policy makers** and **farming associations**.
- Visits to cultural sites in the area.

“This program has provided a wealth of knowledge from German farming to incredible contacts, resulting in an exceptional experience.”

Jenny Schweigert, Illinois farmer and podcaster (Keeping Ag Real), participant in 2018

## Trip layout

- Duration of the program is five days, from **April 8-12, 2019**.  
Arrival in Munich is planned for Sunday, April 7, departure for Saturday, April 13, 2019.
- A group size of up to **20 participants** will ensure an individualized experience and an optimum group dynamic.
- The programming will be in English, with bilingual staff on-site for language support.
- For the preliminary **agenda please visit [www.gaccmidwest.org/AGDM2019](http://www.gaccmidwest.org/AGDM2019)**.

## Program cost and coverage

- This program is supported by the German Federal Ministry of Economic Affairs and Energy through the European Recovery Program. We are hence able to offer this trip at a highly reduced rate.
- Participation is subject to a program fee. The program fee covers the facilitation of all meetings, ground transportation, accommodation (six nights of \*\*\* hotel), and meals (breakfast/ lunch/ select dinners).

<b>Program fee</b>	<i>Early bird (through January 25)</i>	<i>Registration through February 15</i>
<i>Single occupancy</i>	\$900.00	\$1,100.00
<i>Double occupancy/person</i>	\$600.00	\$800.00

- Participants are responsible for their own airfare to and from Germany (~\$1,000.00) and transportation to and from the airport in Germany.

## How do I register?

Participation is open for farmers, representatives from farm associations, and other thought leaders from American agricultural organizations with an interest in transatlantic agricultural trade and/or direct marketing concepts.

- Complete the following forms and submit via email attachment to [jess@gaccmidwest.org](mailto:jess@gaccmidwest.org).
- **Registration deadline:** Early consideration: **Friday, January 25**, Final deadline: **Friday, February 15, 2019**.
- Participation is limited to 20 individuals. Registration is first-come, first-served, with GACC Midwest reserving the right to reject unfit candidates.



Contact: Corinna Jess

**German American Chamber of Commerce of the Midwest, Inc.**

321 North Clark Street, Suite 1425, Chicago, IL 60654

Tel.: +1 (312) 665-0976

Email: [jess@gaccmidwest.org](mailto:jess@gaccmidwest.org)





## Registration and Participant Agreement

**\*\*\*Fill out electronically; no print versions accepted\*\*\***

Please read the following statements carefully and indicate your agreement to the terms by signing below. *I hereby acknowledge and agree to the following terms:*

1. I hereby confirm my participation in the trip, and agree to pay the associated program fee. *Please find payment details in item no. 7.* Duration of the program is five days, from April 8 - 12, 2019. Arrival is planned for Sunday, April 7, departure for Saturday, April 13.
2. I am aware of the intensive nature of the program's agenda and agree to fully participate in all modules therein to the best of my ability. Typical program days will begin no later than 8:00am and end no earlier than 8:00pm. This will include site visits and networking events, and travel by bus and/or walking up to 30 min. at a time.
3. I will represent my home country and my industry in a responsible manner and respect the laws and customs of my host country at all times. Every participant is responsible for being on time for all parts of the program.
4. I hereby waive, release and discharge GACC Midwest, its governors, trustees, officers, employees and agents from any and all claims, demands, actions, causes of actions, costs and expenses for and by reason of any personal injury, property damage, loss and expense, which heretofore have been or hereafter may be sustained or suffered by me in consequence of and as a result of a certain accident, casualty or event or my presence or activities in connection with this trip. I also agree to indemnify and hold harmless GACC Midwest for injuries sustained either by me and/or caused by me to others during this trip.
5. I hereby acknowledge and agree that I have health insurance that will cover me for the duration of the program. I have either made sure that my US insurance will cover me in Germany or I have purchased extra travel insurance coverage.
6. I fully understand the division of associated costs, explained here:
  - The trip is generously supported by the German Federal Ministry of Economic Affairs and Energy through the European Recovery Program. This covers all transportation during the trip, the cost of accommodation (up to six nights of single-occupancy standard hotel accommodation), meals (breakfast/ lunch/ select dinners) and fees for events within the scope of the program.
  - I am responsible for covering the booking and cost of air travel to and from Germany, transportation from the airport to the first meeting location, and any necessary transportation after the official program has ended.
7. Terms of payment and cancellation policy. The program fee is due within two weeks of confirmed registration and no later than March 1, 2019. It is payable by credit card or check to the German American Chamber of Commerce of the Midwest, Inc., 321 N. Clark St. #1425, Chicago, IL 60654, (312) 585-8341. I understand that failure to submit payment on time may result in the forfeiture of my slot on the trip and the subsequent granting of this slot to an alternate candidate. Should I cancel my participation after having submitted payment, I will not receive reimbursement for payments rendered.



8. I understand that GACC Midwest reserves the right to cancel the trip due to unforeseeable circumstances such as natural disasters or other hindrances to international travel. The decision to cancel the trip is left to GACC Midwest's sole discretion. In the unlikely event of a cancellation, participants will receive a full refund of their program fee.
9. GACC Midwest has my permission to use pictures taken in the course of the trip in print and digital media for the sake of documenting and promoting the Transatlantic Dialogue–Agricultural Perspectives initiative. This includes, but is not limited to, display of images of my likeness and testimonials on promotional material related to the program.
10. Many consider this trip to be the opportunity of a lifetime. In order to further the Transatlantic Dialogue after completion of the program, I agree to complete two of the three following tasks within 2 months of my return:
  - Write an article or social media story about my experiences and share it with my community.
  - Give a presentation about my trip experience in at least one local farm meeting.
  - Act as a resource for the media for interviews about my experience during the trip with at least one article published by the media.

I agree to inform GACC Midwest of the results of my tasks and share a copy of any content published.

*I grant GACC Midwest use of the following information for purposes related to this program:*

Full Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Job title (if applicable): \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile (used during trip): \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Emergency contact (name, relation, phone): \_\_\_\_\_

Allergies and food preferences: \_\_\_\_\_



**Transatlantic Dialogue**  
*Agricultural Perspectives*

Bio (brief bio including a description of your farming background / expertise in context of the trip, no more than 1500 characters)\*:

My motivation for joining the trip (1500 characters max):

Please note three questions you'd like to get answered during the trip? (1000 characters max.)



I verify that the information provided above is true and complete. I have no objection to the terms of this agreement.

I have attached a picture of myself\*

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Participant Agreement.

---

Name

Date

\*We will create participant profiles with the information you provide, which will be shared with the institutions visited during this trip.