



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

Press Contact:

Jasmin Welter
Manager, PR and Communications
German American Chamber of Commerce
of the Midwest, Inc. – GACC Midwest
321 North Clark Street, Suite 1425 | Chicago, IL 60654
Tel: (312) 494-2162 | Fax: (312) 644-0738

Press Release

For immediate release

German American Chamber of Commerce of the Midwest Launches Mobile App for Android and iOS

Created in partnership with US subsidiary 004 Technologies USA

Chicago, IL, June 14, 2013 – The German American Chamber of Commerce of the Midwest (GACC Midwest) is excited to announce the release of the GACC Midwest **Mobile App** for Android and iOS. The GACC Midwest App allows the chamber to work even more closely with its members and partners as it fulfills its mission to further, promote, and assist in the expansion of bilateral trade and investment between Germany and the United States, especially the Midwest. Simone Pohl, President & CEO of GACC Midwest, is excited for this opportunity “to increase interaction with and among our membership base. Thus, the app strengthens both our internal network and our outreach to new audiences.”



The app was created in partnership with member company **004 Technologies USA**, the winner of the 2012 MERLIN Award for Best New Company. Upon release of the app, Patrick MacKay, 004 USA President, said: "As a proud GACC Midwest member, 004 Technologies USA was honored to develop the Chamber's official mobile app for both iOS and Android. At its most basic level, the app enables the Chamber to extend its reach to members and

non-members alike on the device we all can't leave home without. That ability to reach more people more often is essential to accomplishing the Chamber's mission. Moreover, the app provides corporate sponsors a new platform and channel for promotions and advertising, encourages more frequent member-to-member and Chamber-to-members interactions, and finally aims to increase event awareness, thereby driving registration and subsequent attendance. All in all, the app is a true win-win for both the GACC Midwest and its member companies."

Following the initial launch of the GACC Midwest App, users may view, import, and share upcoming GACC Midwest events from their smartphones. Additional features, such as the Chamber's member directory, are in development and will be released in updates throughout the remainder of the year. If you would like more information regarding the app, please contact Jasmin Welter, Manager, PR and Communications, at (312) 494-2162 or welter@gaccmidwest.org.

About the German American Chamber of Commerce of the Midwest:

Founded in 1963, the German American Chamber of Commerce of the Midwest's (GACC Midwest) mission is to further, promote and assist in the expansion of bilateral trade and investment between Germany and the United States. The GACC Midwest is part of the German American Chamber network (GACCs) with offices located in Atlanta, Chicago, Houston, New York, Philadelphia, and San Francisco. We are an integral part of the network of German Chambers of Commerce Abroad (AHK) with more than 120 offices in 80 countries around the globe.