

AUSSEN  
WIRTSCHAFT  
BEST OF AUTOMOTIVE & LOGISTICS IN THE SOUTHEAST  
USA  
BUSINESS MISSION TO IMPORTANT LOGISTICS AND  
AUTOMOTIVE HUBS

Monday, April 15 – Thursday, April 18, 2024



gefördert im Rahmen von

## PRELIMINARY PROGRAM

Austrian Trade Commission New York & Austrian Commercial Office Atlanta  
Status: 29.01.2024/EL, AH

---

### SUNDAY, APRIL 14, 2024

---

#### Flight Suggestion 1:

10:25 AM from Munich (MUC) via Delta  
DL 131

3:00 PM to Atlanta (ATL)

5:47 PM from Atlanta (ATL) via Delta DL  
1460

6:40 PM to Greenville (GSP)

#### Flight Suggestion 2:

10:40 AM from Vienna (VIE) via Austrian  
OS 89

1:55 PM to Newark (EWR)

4:59 PM from Newark (EWR) via United  
UA 3534

7:05 PM to Greenville (GSP)

---

#### Evening

#### Individual Arrival to Hotel

Hotel Suggestion: The Westin Poinsett, 120 S Main St, Greenville, South Carolina 29601  
(Fabian Unterzaucher, General Manager)

Special Room Rate: USD 199.--/room/per night (excluding taxes); we will provide you  
with the code needed to secure the reservation.

---

---

### MONDAY, APRIL 15, 2024

---

8:30

#### Drive to Kick-Off Meeting at the Upstate SC Alliance

---

9:00-11:30

#### Meeting: Upstate SC Alliance



= Regional Economic Development Agency, which represents 10 counties in the  
northwest of South Carolina and in 2022 signed a Memorandum of Understanding with  
the state of Upper Austria

- Greeting of the Delegation and Presentation of Region Industry Capabilities
- Tour of the Center of Manufacturing Innovation (CMI)
- Introduction and Tour of International Center for Automotive Research



**Distinguished Host:** John Lummus, CEO, Upstate SC Alliance

**Location:** Center for Manufacturing Innovation (CMI), 575 Millennium Boulevard,  
Greenville, SC 29607

---

---

12:00-12:30

**Lunch**

Location: TBD

---

13:00 – 15:30



**Visit & Meeting: BMW Greer**

Location: BMW Manufacturing Parking Lot A, 1400 Highway 101 S, Greer, SC 29651

---

18:00 – 19:30

**Austrian Carolinas Business Circle – Networking Reception**

Networking Opportunity with local Austrian subsidiary leaders and representatives of logistics, automotive

**Distinguished Guest:** Honorary Consul Mr. Roland Zimmer

Location: TBD

---

**TUESDAY, APRIL 16, 2024**

---

8:00

**Checkout from Westin Poinsett Hotel in Greenville**

Store your Luggage at the Hotel

---

8:30

**Departure to**

---

9:00 – 11:00



**Visit & Meeting: South Carolina Ports**

**Overview of Logistics Industry and Tour of Inland Port Greer**

Location: 100 International Commerce Blvd., Greer, SC 29651

---

11:30-13:30

**Business Lunch**

Courtesy of the Upstate SC Alliance

---

14:00 – 16:30

**Transfer**

Collection of Luggage at Hotel; Subsequent 2.5 Hour Ride via Shuttle Bus to Buford, GA

---

16:30 – 17:00

**Georgian Industrial Real Estate: Warehouse Tour**



SEEFRIED PROPERTIES, INC.

Location: Gravel Springs Road, Buford, Georgia

Accompaniment by Paul Seefried, Honorary Consul to Georgia

---

---

**19:00** Check in at the **Starling Atlanta Midtown Hotel**  
**Ort:** The Starling Atlanta Midtown Hotel, 14<sup>th</sup> Street NE, Atlanta, GA 30361  
Special Room Rate: USD 205,04/Night/Room (Excl. Taxes).  
To secure the special room rate, please book the rooms by March 25<sup>th</sup>, 2024. We will provide the code for booking the room.

---

**18:30** **VIP Roundtable Dinner**  
**Distinguished Guests:** Austrian Honorary Consul to Georgia, Paul Seefried and Dietmar Exler, COO, Mercedes-Benz Stadium Atlanta  
**Location:** TBD

---

---

**MITTWOCH, 17. APRIL 2024 – GACC SME CONFERENCE**

---

**8:00** **Checkout from Hotel in Duluth**  
Store your Luggage at the Hotel  
Two minutes' walk to SME Conference

---

**8:30 – 18:00** **SME Business Development Conference 2024**  
**Location:** Gas South Arena, 6400 Sugarloaf Pkwy, Duluth, GA 30097  
**Costs:** Conference Tickets to be provided by the Austrian Trade Commission  
**Program:** *Attached*  
*The exhibition on a paid exhibition table is still being evaluated and, if necessary, will be proportionally invoiced.*

---

---

**DONNERSTAG, 18. APRIL 2024**

---

**8:30** **Departure from the Starling Atlanta Midtown Hotel to visit an Austrian subsidiary**

---

**9:30 – 11:30** **Company Visit: KNAPP, Inc.**  
**Location:** 2124 Barrett Park Dr., Kennesaw, GA 30144

---

**12.30-14.30** **Lunch at Porsche Experience Center & Meeting with Porsche Cars North America**  
**Location:** 1 Porsche Dr., Atlanta, GA 30354

---

---

16:00 – 17:00

**Automotive Manufacturing in Georgia**



**Presentation:** Supply Chain Demands, Doing Business with OEMs, Automotive Ecosystem of Georgia



**Distinguished Speakers:** Rick Walker, CEO, Georgia Automotive Manufacturers Association and Stefan Harrigan, Global Business Development, Metro Atlanta Chamber

**Location:** Arnall Golden Gregory LLP, 171 17<sup>th</sup> Street NW, Ste. 2100, Atlanta, GA 30363

---

17:00 – 18:00

**Networking Reception at Arnall Golden Gregory LLP**



**Host:** Tycho Stahl, Arnall Golden Gregory

**Distinguished Representatives from:** Kia Motors, Rivian, Hyundai Motor Company

**Location:** Arnall Golden Gregory LLP, 171 17<sup>th</sup> Street NW, Ste. 2100, Atlanta, GA 30363

---

**End of Business Mission –** Return to Hotel in Midtown

---

## Important Contact Information and Details

**Best of Automotive & Logistics in the Southeast USA** is the primary business mission of the Austrian Federal Economic Chamber to the Southeast region of the U.S. For two decades, this region has become a major hub of manufacturing, industry, and production for domestic as well as international companies. The Automotive and Logistics sectors are notably strong in the region. Major ports at the harbors of Charleston and Savannah make this region important for logistics providers and transportation companies. This mission gives Austrian suppliers, technology firms, and subsidiaries with business interests in the region the best opportunity for networking and industry insights. The program includes firm visits, workshops, networking receptions, and attendance to the important SME Conference hosted by the German American Chamber of Commerce.

- All meetings and appointments will be held in English unless German is indicated as the language in the program.
- Messages about logistics, transportation or meeting points for the four-day program can be found in a WhatsApp group. For urgent questions, please contact Eliot Leadem at Email Address [eliot.leadem@advantageaustria.org](mailto:eliot.leadem@advantageaustria.org)
- All transportation from the start of the program in Greenville to the end of the program in Atlanta will be provided by shuttle bus and UBER XLs. Participants may also walk to the meetings or use Uber, which will be announced and covered by the organizers.
- The cost of attending the SME conference is included in the participant fee.
- Flights and hotels must be booked by the participants themselves.
- Meals (lunch and dinner) are only occasionally included in the participant fee.

### AUSTRIAN TRADE COMMISSION NEW YORK

780 Third Ave, 20<sup>th</sup> Floor | New York, NY 10017 | T +1 212 421 5250 | E [newyork@wko.at](mailto:newyork@wko.at)

- MR. LUKAS ZITZ  
Deputy Austrian Trade Commissioner in New York  
T + 1 212 421 5250  
E [newyork@wko.at](mailto:newyork@wko.at)
- ANGELIKA HEITZMANN  
Manager, Business Development  
T + 1 678 401 2870, cell +1 404 429 7393  
E [atlanta@wko.at](mailto:atlanta@wko.at)
- ELIOT LEADEM  
Business Relations Manager, Automotive  
T + 1 212 421 5250, cell +1 843 906 1267  
E [newyork@wko.at](mailto:newyork@wko.at)



**Austrian Trade Commission New York**

120 West 45th Street, 9th floor

New York, NY 10036

T +1 212 421 5250

E [newyork@wko.at](mailto:newyork@wko.at)

