

NEWS

Daisy Birtalan served as moderator for the GACC South- SME Business Development Conference

Speaking Engagements
05.2022

Moore & Van Allen (MVA) German Desk Director Livia Daisy Birtalan served as moderator for the GACC South - German American Chamber of Commerce of the Southern U.S., Inc. organized SME Business Development Conference which was held on April 25. Daisy moderated a successful and lively panel discussion for the topic, *"How to Succeed as a Manufacturer in the Southeast."* This panel discussed current issues supporting the revival of manufacturing in the United States, and the implications for the future. Specifically, the panelists discussed onshoring and onboarding of European manufacturing in the southeastern U.S, as well as the experience of successes and difficulties of longtime former CEO of Blum USA, Karl Rudisser, the successes of BMW with former executive Knudt Flor, and future for newcomers to the Carolinas by the "young stars" Lothar Burger, CEO of Knoll America in North Carolina, and Dianne Jones, expert for manufacturing site selection with Maxis Advisors. The panel discussed the possibilities and chances for new companies of tomorrow in the Southeast and how to succeed as a manufacturer of tomorrow. The daylong conference allowed attendees to explore a range of topics that focused on reimagining business in a changed world.