



A Celebration of Oktoberfest and A Look at the World's 4th Largest Ad Market
Enjoy Cuisine, Culture & Colleagues at New York's Institute of Culinary Education

Presented by ^{the}internationalist

In Association with members of the German Media Community, including:
Hubert Burda Media, The Frankfurter Allgemeine Zeitung,
Iconic International Communications, Inc., and Publicitas North America

Wednesday evening, November 2, 2011

The Institute of Culinary Education at 50 W. 23rd Street, New York

6:00 Cocktails; 6:45 German Chef Prepares 3-course dinner with guests:

- * A sampling of German wines and beers with hors d'oeuvres
- * 3-course dinner with cooking demonstrations, participation
- * An introduction to the strength of the German market and the power of its media

"The best way to learn about a market is through its traditions"

A German guest chef will prepare a traditional German three-course meal in a classroom/TV studio setting. Guests may watch, participate in the preparation, and enjoy the food, wines, beers and conversation for a memorable evening focused on Germany.

Germany is the largest economy in the European Union, and the 4th in the world in terms of GDP and the 5th in terms of purchasing power. It benefits from a large pool of talented work force that has enabled Germany to dominate the vehicles, machinery, chemicals and household equipment industries across the globe. This strong and productive work force has enabled Germany to face recession with a resiliency. Germany is the world's second largest trader both in terms of imports and exports.