

German American

# TRADE

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## **Würth Group:**

Providing Those Essential Basics  
to Get the Job Done Right

**Wunderbar Together –  
Strong Economic Ties  
between Germany and the US**

**Renewable Energy Picks Up**

As the new German Ambassador to the United States, I am delighted to announce the launch of *Wunderbar together* – Germany and the US, a year-long public diplomacy campaign honoring the close friendship between Germany and the United States. Through more than 300 projects taking place across the US in 2018/19, we plan to underscore our shared values and explore opportunities for future cooperation. We will kick off this campaign, funded by the Federal Foreign Office, implemented by the Goethe-Institut, and supported by the Federation of German Industries (BDI), in the presence of Foreign Minister Heiko Maas, during our annual celebration of the Day of German Unity at my residence on October 3rd. Further opening events are also planned for Atlanta, Boston, Indianapolis, and Los Angeles.

A multitude of events will bring people together, initiate dialogue, and strengthen old friendships while building new ones. The selected projects cover all regions within the US, with a particular focus on the heartland, and span all areas of life. Americans in nearly every state will experience German culture in all its facets, from the traditional Oktoberfest and modern art exhibits to projects exploring the benefits of Germany’s apprenticeship model and the interconnectedness of German and American industries. Participants will discuss current political and economic developments in our relations at town hall meetings across the country, discover the promise of “Industry 4.0” at conferences, and forge new relationships through trainee exchanges. In collaboration with German industry, the BDI plans to highlight the contributions of German companies in the US, and the campaign’s interactive digital components will enable people to become engaged regardless of their location.

This year, we are commemorating the 70th anniversary of the Berlin Airlift and will conclude our campaign alongside celebrations marking the 30th anniversary of the fall of the Berlin Wall. Both events are strong reminders of the instrumental role the US has played in Germany’s history since World War II and the values our two countries share. We have remained *Wunderbar together* despite all the challenges our relationship has faced over the last seven decades. And it is our strong conviction that, despite current challenges in the transatlantic partnership, we will stay *Wunderbar together* for decades to come because, simply put, we need each other to tackle today’s global issues and all threats that confront us. The US is and will remain our most important partner outside the European Union, so it is worth investing in this partnership.

On this note, I would like to commend the German American Chambers of Commerce and their member companies for their tireless support and dedication to fostering transatlantic trade and relations. You are, indeed, the best embodiment of *Wunderbar together*.



*Emily Haber*

Dr. Emily Haber,  
German Ambassador  
to the United States

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Cover photograph: OSR Würth  
Inset: Reinhold Würth with his father Adolf Würth circa 1945.

# Quintet Partners

## Global Advisory Services

Quintet Partners Offers a Custom Approach to Financial Advisory Services and Marketing Expertise for Global and Domestic Clients

The GAT Magazine sat with GACC member Marc-André S. Buenger of Quintet Partners for insight on what's behind this company's unique business strategy.

### German American Trade

**(GAT):** Who is Quintet Partners?

### Marc-André Buenger (MAB):

Quintet Partners is the only and singular organization in the United States that does what it does.

It is a private partnership founded by

former domestic investment bankers and European equity and trading professionals that has been serving clients since 2002, the same year it received a formal endorsement from GE Capital. The two managing partners are myself, Marc-André Buenger, and Gene Cordiano.

Over our careers, Gene and I have worked in the investment banking field for the Americans, the Germans, the French, the British and the Swiss. The managing partners have global investment banking experience at the most senior levels, with the most elite institutions (UBS , Merrill Lynch, BNY Mellon, Groupe BPCE-Natixis, ICAP , Portigon AG, etc ).

We have a combined 55 years of experience in global investment banking, cost efficiency, and turn around expertise. The partnership has 21 professionals operating in management capacities nationally.

**GAT:** You mentioned that you are the only entity in the United States that "does what it does." What do you do, specifically, and why are your services so unique?

**MAB:** Ah, that is the critical question! Quintet Partners is the only organization in the United States that executes double-digit savings for clients through a no fee, no risk, no obligation model.

We specialize in enhancing and expanding cash flow and elevating credit standing for companies of all sizes and composition.

We have clients that are actual single employee operations and clients whose revenues are in the billions with thousands of employees.

Again, we execute our expense reductions and cost saving through a no cost, no fee, no risk, no obligation platform. We are not hired or retained, and there is no compensation changing hands. We are focused on eight specific expense lines.

**GAT:** What are those Eight lines?

**MAB:** Telecom & technology, energy, insurance, credit card processing, logistics, payroll / HR / PEO services, tax credits and financial Services. All services are provided efficiently under one roof and at no risk and no cost to the client.

Also, let me mention that the work is



*Gene Cordiano, Managing Partner of Quintet Partners*



# Quintet Partners

## Global Advisory Services

seamless, off-site, non-obtrusive, and our turn-around on the double-digit savings analysis is quite quick, usually within 24-72 hours, and the client has zero resource expenditure in terms of time, effort and personnel.

**GAT:** I can see how there is no risk or obligation for the client, but if there is no fee and you are essentially offering a free service, how does Quintet Partners get compensated?

**MAB:** This is where we differentiate ourselves in the US. There are numerous organizations that take or, quite honestly, pilfer a percentage of their clients' cost savings and expense reductions as compensation. We do not do that.

The client never pays us and we don't touch any percentage of their savings.

We are peerless, in that our compensation is received through a vendor compensation structure. Our compensation comes through the vendor side, thus bypassing the client.

However, although our income is derived from the vendor, we are non-exclusive in our use of vendors. We are completely agnostic, impartial and objective and don't push certain vendors over others.

We are aligned with many small and medium sized vendors which are less recognizable nationally. But we are also aligned with vendors that are household names such as #1 in the

industry ADP in our payroll vertical and #1 in the industry First Data in our Merchant Card vertical and global icons like Berkshire Hathaway, Allianz and every other A1 rated carrier in our Insurance vertical or T-Mobile and Verizon and other global players in our Tech/Telecom vertical, and so forth.

The goal is always the same: drive aggressive double-digit savings for the client while simultaneously improving service. When our analysis is completed, we present our evaluation, we quantify our findings and then, when accepted by the client, we execute.

In the final analysis, it is always the client who chooses the vendor and the level of expense reduction suitable to their particular dynamic and needs. We just do all of the legwork and at no cost or risk.

**GAT:** As a member of the GACC, do you see a synergy between Quintet Partners' expertise and the broader GACC business community?

**MAB:** Absolutely. Let me be a bit presumptuous and blunt. We are likely the only GACC member that offers a service that is relevant for every single other GACC member. I cannot say that strongly enough. Every GACC member has costs and expenses. If you are the American subsidiary of a German based company, or you are a German-American start-up or a stand-alone business, why would you not be

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interested in a free, no risk and no obligation review of some key expenses and costs?

The worst case scenario is that your organization receives a risk free, 3rd party analysis of your costs and whether you decide to implement the double digit savings or not, you never pay us a dime and you never have an obligation to proceed. Clearly this is a win/win scenario.

We, of course, offer our free and no risk service to every GACC member, and we look forward to becoming an integral part of the GACC community while building lasting and meaningful friendships with our fellow colleagues. ■