



**German-American Business Association
of California**

775 Glenborough Dr, Suite 101
Mountain View, CA 94041
Phone: +1 (650) 386-5015
Fax: +1 (415) 276-2375
info@gaba-network.org
www.gaba-network.org

Press Release for Immediate Release

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**SAP Founder Prof. Dr. h.c. mult. Hasso Plattner
Receives GABA Lifetime Achievement Award**

SAN FRANCISCO...

The German American Business Association (GABA) will present **the 2015 Lifetime Achievement Award to Prof. Dr. h.c. mult. Hasso Plattner**, founder of SAP and chairman of SAP's Supervisory Board at a gala event to be held on January 23 in San Francisco.

Hasso Plattner co-founded SAP in 1972 and helped grow the company into the worldwide market leader in enterprise application software. SAP (NYSE: SAP), headquartered in Walldorf, Germany, helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 263,000 customers to operate profitably, adapt continuously, and grow sustainably.

German Consul General Stefan Schlüter explained, “Hasso Plattner is a phenomenally successful and innovative entrepreneur. He grew SAP from a five person startup to a strong global market leader with more than 68,800 employees. Continuous innovation is a hallmark of his success – both within SAP as well as through the Hasso Plattner Institute of Design at Stanford University – and his ongoing support and engagement with startups here in the Silicon Valley and in Germany.”



“GABA is an impressive organization that helps connect German-American business professionals and fosters transatlantic relationships,” stated Hasso Plattner. “I am honored to be recognized by GABA with its Lifetime Achievement Award, and to have the opportunity to share and learn with the German-American business community at its annual gala event.”

In addition, GABA will be presenting for the first time two Startup and Innovation Awards 2015 to German startups that have had a significant impact on German-American business. “Smaato and ParStream are excellent examples of how German companies can be successful in California with dedication, innovation and great German engineering,” said Caroline Raynaud, executive director of GABA.

“I am particularly pleased that GABA, for the very first time, is also honoring promising German startups. It will not be the first and definitely not the last time that we will have heard of Smaato and ParStream,” added German Consul Stefan Schlüter.

Smaato is a global leader in mobile advertising. “Smaato has been a GABA member for a long time and we are impressed by how it has managed to consistently create business opportunities for its members by serving as a networking platform for larger enterprises, as well as startups,” said Petra Vorsteher, co-founder and CAO, Smaato.

ParStream drives innovation in database and analytic technology. This allows users to perform real-time analytics on big data in new innovative ways and at a significantly lower cost. “We are delighted to be the lighthouse for innovative startups that want to go international and will continue to support GABA and the European startup eco-system,” said Mike Hummel, ParStream CTO & co-founder.

“We congratulate GABA for creating the Startup awards,” recognized Dirk Kanngiesser, CEO of the German Accelerator. “An increasing number of German startups have achieved great visibility in the Silicon Valley ecosystem.”

“This is our third annual GABA Gala Awards Dinner and we are very happy about the outstanding support of the German-American community. The gala has established itself as one of the most significant gatherings for German-American business executives,” added Daniel Zimmermann, GABA Chairman.



GABA is a member-driven, non-profit organization that fosters transatlantic knowledge-sharing and networking among German-American and Californian business and tech communities. GABA's Advisory Council consists of Sun Co-Founder Andy Bechtolsheim, GoogleX Founder Sebastian Thrun, Dirk Kanngiesser (German Accelerator), Konstantin Guericke (Co-Founder LinkedIn), Peter Thiel (Co-Founder PayPal and German Consul General Stefan Schlueter. GABA is dedicated to encouraging German-American business and trade. Our programs address critical business, technical and leadership issues, with specific industry programs focused on life science, semiconductors, venture capital, and legal corporate governance, among others. GABA is proud to serve more than 10,000 members in its network.

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