

Press invitation/photo opportunity

Press talk and photo opportunity on the 60th anniversary of the Federal Republic of Germany

Export Hit Social Market Economy: “Ludwig Erhard at Wall Street”

New York. – The *Initiative for a New Social Market Economy* (INSM) wants to draw attention to the economic success story of the Federal Republic of Germany and at the same time demonstrate a possible way out of the current crisis. In Berlin on May 4th, during a speech celebrating the Federal Republic’s 60th anniversary, Chancellor Angela Merkel repeated her call for the social market economy to become Germany’s most popular export.

The INSM is taking a first step towards this goal with an incisive placard near the New York Stock Exchange. An actor playing Ludwig Erhard, former Minister of Economics, former Chancellor and father of the German “Wirtschaftswunder”, will promote the principles of the social market economy – freedom, order and responsibility – at the site the world public most associates with the current crisis: Wall Street.

This will be underpinned scientifically by **Dr. Tim Stuchtey**, Director of the Business and Economics Program at the American Institute for Contemporary German Studies. In a short statement he will outline how the social market economy may act as a global role model for other countries. Subsequently, there will be numerous video and photo opportunities with the Erhard actor in the financial district. We warmly invite you to this press event.

Date: Tuesday, May 19, 2009, 9:30am
Place: Corner of Broad St./Exchange Pl.
New York, NY 10005

Further information can be found on www.be-erhard.com

Press Contact:

Christoph Windscheif: Phone: + 49 (0)221 - 4981 403, windscheif@insm.de

Inga Neumann: Phone: +49 (0)30 - 700186 783, inga.neumann@s-f.com

On-site on May 19th: Dieter Rath, Phone: +49 - 171 - 5488 666, rath@insm.de

The *Initiative for a New Social Market Economy (INSM)* is a unique European movement for structural reforms supported by politicians, entrepreneurs, scholars and citizens.

Fax reply: +49 (0)30 - 700 186 585
E-mail reply: inga.neumann@s-f.com

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- I will attend.
- Unfortunately, I cannot attend.

First Name: _____ **Last Name:** _____

Company: _____

E-Mail: _____