

The Bridge

CGBA's latest news, views and announcements



New Member Welcome

Extend a warm welcome to our newest members as they join our community.

➤ Why Communication Matters More in the Age of AI

By Sabine Teller

➤ Meet The Board

Dive into our interviews introducing you to our new members of the board

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Our current annual and event sponsors

➤ The Cultural Corner

Summer Edition

➤ Upcoming Events

Mark your calendars and join us at the next in-person event

Summer Pause, New Beginnings Ahead Καλοκαιρινή παύση, τα λέμε ξανά τον Σεπτέμβριο

The best part of every season is not just the events we organise, it is you, our lovely members, who attend them and make them meaningful. As summer invites us to slow down, we are putting our newsletter on pause for a few weeks. Before we do, we would like to look back on one special evening, celebrate the connections we have made, and thank everyone who has been part of our community these past months.

Our 5th Annual "Get Connected: Networking by the Sea" was a wonderful way to head off into the summer break. Bringing together familiar faces and first-time guests, the evening was filled with engaging conversations, new connections, and a shared sense of community. We were also delighted to enjoy a beautiful live performance by Danja Bauer, which added a special touch to the evening.

A great big thank you to everyone who joined us and helped make the event such a memorable one. The photo booth was so much fun and we hope you got a couple of great snapshots! If you were not able to attend, or if you would like to revisit some of the highlights, you can read our event recap and browse the photo gallery [here](#).

We'll be back in September with new stories, upcoming events, and plenty of opportunities to reconnect. Until then, we hope you find time to slow down, enjoy the sunshine, and make the most of the summer with the people who matter most.

Καλό καλοκαίρι, see you in September!

Why Communication Matters More in the Age of AI

by Sabine Teller, Managing Director TELLER IMAGES



ChatGPT, Gemini, Perplexity, Claude, Copilot – the list keeps growing. I hardly know anyone who does not use at least one of these tools at work anymore. Whether for research, presentations, writing, translations or data analysis, artificial intelligence has quickly become part of everyday business life.

The promise is clear: more efficiency, faster processes and fewer routine tasks.

One might therefore assume that communication would become less important. Yet the opposite is happening.

The more processes become automated, the more valuable the human side of business becomes. Customers still want reassurance. Employees still need orientation. Business partners still expect trust and reliability. Technology can process information faster than ever before, but it cannot replace relationships.

A good example can be found in Germany. For years, many companies believed that customer hotlines could largely be replaced by automated services and digital self-service tools. While efficiency increased, so did customer frustration. The technical process worked, but the human experience often did not.

Even today, contracts can be signed digitally, meetings can take place online and information can be distributed instantly. Yet relationships are still built through conversations, personal encounters and shared experiences. As organisations grow, these interactions become more structured. Information, decisions and priorities need to be communicated consistently and repeatedly to keep people aligned.

This is why communication should not be understood as a campaign or a marketing exercise. Like accounting, human resources or customer service, it fulfils an essential business function. It helps organisations remain connected with the people who contribute to their success and has increasingly become part of leadership itself.

For many small and medium-sized businesses, communication does not mean dealing with the media or running large campaigns. It means staying visible, maintaining relationships, keeping customers and stakeholders informed and ensuring that people understand what the business stands for. Good communication saves time, reduces misunderstandings and helps organisations focus on what they do best.

The tools may include newsletters, presentations, social media, executive communications, stakeholder briefings or, occasionally, media relations. The format changes, but the objective remains the same: creating understanding and enabling cooperation.

In a connected world, communication increasingly becomes the infrastructure of relationships.

Like any infrastructure, it requires maintenance, regular updates and continuous investment. It cannot be switched on only when problems arise.

This is also one reason why organisations such as the Cyprus German Business Association play an important role. They create opportunities for people to meet, exchange ideas and build relationships beyond their industries, backgrounds and day-to-day transactions. In a world that is becoming more digital every year, these moments of personal information & interaction remain surprisingly valuable.

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PR & Communications

New Member Welcome

A very warm welcome to our new member, **Cloud 10 music agency**.

It's a pleasure to have you with us!

About: Cloud10 Music Agency Ltd is a one-stop music agency based in Cyprus that manages, represents and books live music and DJ entertainment across the island. Founded in 2017, the agency connects local and international talent with event planners, businesses, public venues and private individuals.

The agency specialises in a wide range of musical genres, with an emphasis on Jazz, Blues, Soul, Disco, Pop Rock, Retro, World Music, Latin and Greek music. Cloud10 Music Agency Ltd has collaborated with dozens of reputable businesses, associations, venues and hotels island-wide.



The company will be represented by **Claudio Saghbini**.

➤ More info: **www.cloud10music.com**

Cultural Corner

Summer Edition



[Photo Source](#)

Cyprus: Watermelon & Halloumi - The Best Combo!

Cyprus produces more than 54 million kilograms of watermelons every year. These are exported as well as consumed locally, often enjoyed with Halloumi cheese. An unusual combination that works surprisingly well!



[Photo Source](#)

Germany: Ice Cream Love!

Germans eat around 400 million kilograms of ice cream every year, that's an average of almost 5 kg per person. No wonder you can find queues outside local Eisdiele (ice cream parlours) as soon as the sun comes out.

Meet The New Board Of The CGBA



Ringo Gossler
Go for success.

For our Bridge Issue #25, we sit down with Ringo Gossler, Lead Partner of Meaningful Synergies to ask him our 7 Questions.

1) How long have you lived in Cyprus and where were you before moving here?

I have been living in Cyprus since 2021, and at the same time, I am still regularly in Germany, mainly because of my son, and many of my training and coaching clients are based there. So, in a way, I live between both worlds, which I actually enjoy a lot.

2) What do you enjoy most about Cyprus?

What I enjoy most is the international atmosphere. You meet people from so many different countries, backgrounds, and stories, and that makes life here very enriching. Of course, I also enjoy the sea, the climate, and the many new friendships I have built here.

3) What do you miss about Germany?

Because I still spend a lot of time in Germany, I cannot really say that I miss it in the classic sense. I am lucky to have both worlds in my life. What I do appreciate about Germany is the long-term connection with my clients, my professional roots, and, to be honest, sometimes also good German bread.

4) Which is the biggest challenge in your job?

One of the biggest challenges is helping companies see learning and development not as a cost, but as a real investment into people, culture, and future success. Especially in times of uncertainty, budgets are often questioned first. At the same time, this is exactly when leadership, communication, trust, and sustainable development become even more important.

5) If you had not chosen this career path, what would you have become instead?

That is not so easy to answer, because I actually already changed my professional path. My background is in banking and financial services, and later I moved more and more into training, facilitation, and business coaching. But there was also another passion in my life: football. I was a football referee up to the 5th league in Germany, and I would have loved to see how far this path could have taken me. Looking back, maybe the red thread is still people, communication, and decision-making, just in a different field.

6) What are your interests outside of work?

I love music, dancing, traveling, and discovering new cultures. I would also describe myself as a lifelong learner. Sometimes professionally, sometimes personally, and sometimes simply because I am curious.

7) Your favourite quote is?

"It's not important what people think when you come in; it's much more important what people think when you leave."

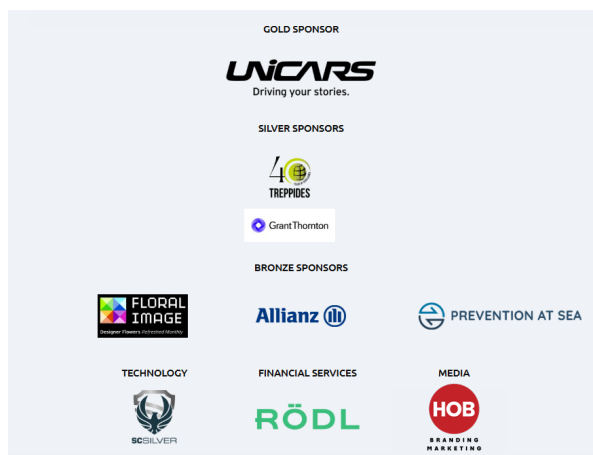
For me, this says a lot about leadership, facilitation, and life in general. It is not about impressing people at the beginning. It is about the impact, the trust, and the feeling you leave behind.

➤ More info: www.ringo-gossler.de
www.meaningfulsynergies.com

➤ [LinkedIn Profile](#)

THANK YOU!

We extend our heartfelt gratitude for the generous support of our current annual and event sponsors. Their contribution plays a vital role in helping us offer varied networking opportunities, as well as an array of interesting events that benefit our members.



Upcoming Events

Mark your calendars! More information on our forthcoming events can be found [here](#)

11 SEPTEMBER 2026	SAP Workshop – Limassol 🕒 09:30–17:00 📍 TBA
07 OCTOBER 2026	“The AI Revolution: Why should you care?” – Spotlight and Networking Event with Grant Thornton 🕒 09:00 am – 12:00 pm 📍 LOFT Nicosia, Cyprus
03 NOVEMBER 2026	Business Breakfast Networking Event 🕒 09:00 am – 11:00 am 📍 Alasia Boutique Hotel Limassol
26 NOVEMBER 2026	Annual CGBA Christmas Gala Dinner 2026 🕒 7:00 pm – 11:30 pm 📍 Columbia Plaza Venue Centre

For all our ‘Get Connected’ Networking events we offer the use of nametags to enhance interaction among our guests. Registered participants can collect their personal tag from the registration desk. As part of our sustainability initiatives, kindly return your name tag to the designated box before leaving the venue, ensuring it is available again when you join us the next time! Thank you.



Our innovative ‘**CGBA Spotlight & Networking**’ series enables you to showcase your company, putting you and your industry on stage.

There is no fee from the CGBA for hosting such an event. However, we highly recommend that after your presentation, you offer light refreshments for guests to enjoy during the networking part. We kindly ask that you cover the cost of this catering, as we aim to avoid charging our members.

This approach allows your company to gain valuable exposure to your target audience in a friendly and mutually beneficial setting, as we work together to share these objectives and opportunities:

- **Knowledge sharing and exchange:** each event covers a different theme and topic and each speaker will have the opportunity to share their knowledge on a specific sector, or present the dynamic of their company and services offered.
- **Connecting and networking:** facilitating connections among members, industry experts and stakeholders.
- **Community Building:** fostering a community that collaborates and supports each other.
- **Visibility:** enhancing the CGBA’s visibility and awareness.
- **Membership Growth:** attracting non-members and showcasing the benefits of becoming part of our association.

This newsletter is brought to you by the editorial team **Uta Steffen** and **Carine Khoury Niemann**, design by CGBA’s Media Partner **HOB**