



THE GERMAN AMERICAN TRADE ASSOCIATION
- A NOT FOR PROFIT ORGANIZATION -

MARKET ENTRY USA

less complex and complicated than you might think!

U.S. ENTRY
MEETING

COLOGNE 06.09.2022

HOTEL PULLMAN

GET COMPREHENSIVE
INFORMATION IN ONE DAY!

CONTACT

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U.S. ENTRY MEETING / AGENDA

COMPANY FORMATION

- Formation Pro & Con
- Entity Selection
- Liability Issues & Corporate Positions
- Why Delaware
- Cost, Timing & Procedure

CAPITALIZATION & TAXES

- Equity, Loan & Contribution in Kind
- Documentation Requirements of the Minute Book
- Debt-to-Equity Ratio
- Federal, State & City Taxes
- Type & Amount of Taxation
- Payment of Dividends

CONTRACTUAL ASPECTS/ SALES STRUCTURE & REPS

- Most Relevant Types of Contract
- Agency, Sales, Reps & Distribution
- Contractual Risk Management
- Manufacturer's Limited Representations & Warranties
- Inter-Company Agreements & Transfer Pricing
- Legal Costs & Timing

RECRUITMENT, EXECUTIVE SEARCH

- Workforce (U.S. vs. Europe)
- How to deal with a candidate-driven market
- How to find and retain good people

- Compensation
- Recruiting vs. Staffing
- Myths /Practical examples

SITE SELECTION VS. SUBSIDIES

- Overview Site Selection USA
- Government Offers for Foreign Investors
- Allocation System of Subsidies in the US
- Strategic Location vs. High Subsidies
- Decision Making Process

MARKETING & SALES IN THE USA

- Market development: Typical difficulties and risks
- Preparing for market entry
- Guide to market entry: Checklist
- USA – The world champions in marketing
- Ways to successful marketing communication
- Successful sales concepts for the US

TASKS FOR PRODUCT LIABILITY PROTECTION

- Introduction
- Adjustments of Products & Documentation
- Technical Standards & Certifications
- Warning Labels & Terminology
- Cost, Timing & Procedure

INSURANCE SOLUTIONS

- Insurance law environment D/USA

- Insurability of US liability risks
- Practical examples of liability claims management
- Manager Liability Special: D&O Coverage
- Local cover
- Developing on internat. insurance programs D/USA

VISA & WORK PERMITS

- Procedures & Costs
- Visa & ESTA
- B-1 Business visa
- L-work visa
- E-investor visa
- Dependents
- H-1B visa

EMPLOYMENT

- Employment Contracts
- Holidays & Title
- 401 (K) + Medical Plan
- Dismissal Protection
- Discrimination Issues
- Secondment

FURTHER PRACTICAL ASPECTS

- Bank Account
- Payroll
- Credit Card
- Money Transfers • Tax Return

Also: Webinars on all topics every Thursday at 17:30-18:00 CET