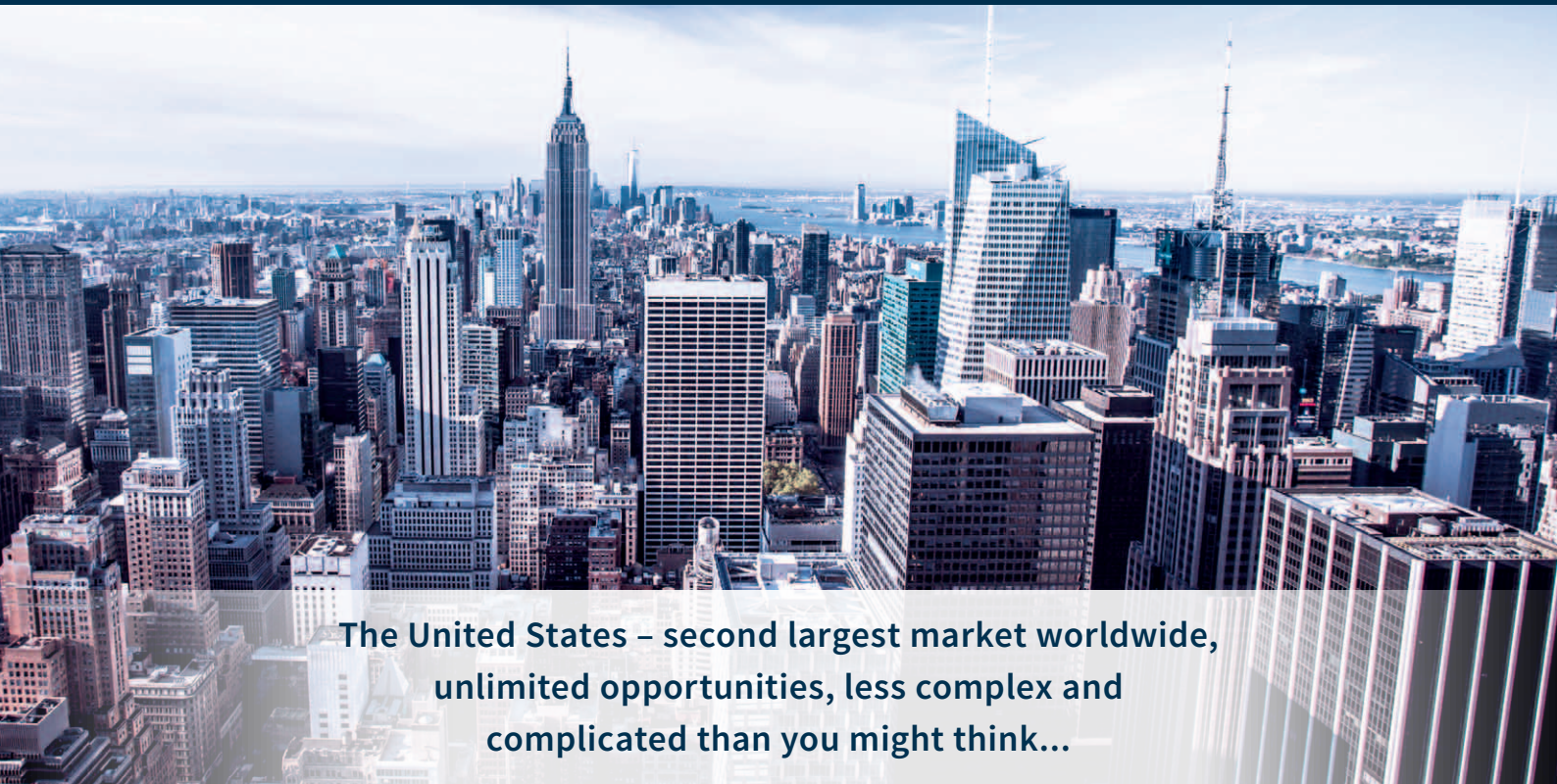




THE GERMAN AMERICAN TRADE ASSOCIATION

– A NOT FOR PROFIT ORGANIZATION –



The United States – second largest market worldwide,
unlimited opportunities, less complex and
complicated than you might think...

U.S. ENTRY MEETINGS

MARKET ENTRY USA

All subjects of interest condensed into one day

COMPANY FORMATION • CAPITALIZATION & TAXES • CONTRACTUAL ASPECTS/SALES STRUCTURE & REPS
PRODUCT LIABILITY PROTECTION • VISA & WORK PERMITS • RECRUITMENT
EXECUTIVE SEARCH • SITE SELECTION VS. SUBSIDIES • MARKETING & SALES
INSURANCE SOLUTIONS • PRACTICAL ASPECTS

2024

THE GERMAN AMERICAN TRADE ASSOCIATION

MISSION STATEMENT

The German American Trade Association (GATA) is a not-for-profit organization that was formed in 2003 by a group of German Industry Associations. GATA's objective is to facilitate entry to the U.S. market for new companies and provide comprehensive risk management protection for German-Speaking companies with existing U.S. business.

U.S. ENTRY MEETINGS

Despite a variety of recent developments in North America, the US market still is and continues to be an extremely attractive environment for many, especially medium-sized companies. Business expansion is a significant decision for owner-managed companies, SMEs and established industrial corporations. Gaining access to the U.S. market as risk-free as possible is a step that is far less complex and associated with lower investment than you would expect.

For more than 16 years we have been covering all relevant topics in a practical and condensed way at our one-day U.S. Entry Meetings for new start-ups, as well as established companies. Thus, we have already assisted numerous companies with an uncomplicated entry into the U.S. market.

The follow-up event, the Executive Management Meetings on Corporate Risk Management provides an overview of all liabilityrelevant topics.

For further details, please refer to the agenda or the website www.american-trade.org.

EVENT DETAILS & DATES

The events are limited to small groups of 20-40 people and are held in German. All speakers have years of experience in cross-border transactions. For the important issues of liability and corporate risk management, specialized German-Speaking attorneys from New York are presenting the relevant topics.

STUTTGART

24.04.2024 (WEDNESDAY) | STEIGENBERGER GRAF ZEPPELIN

DUESSELDORF

05.06.2024 (WEDNESDAY) | VENUE STILL IN PLANNING STAGE

MUNICH

11.09.2024 (WEDNESDAY) | EDEN HOTEL WOLFF

REGISTRATION

GATA is kindly asking for registrations directly on the website www.american-trade.org. The course fee is € 1,250,- per participant. Please transfer the fee on registration to ensure participation.

Registrations are considered in the order of the course fee and are confirmed upon receipt. Cancellation policies can be found in our General Terms and Conditions on the above website.

CONTACT

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U.S. ENTRY MEETINGS / AGENDA*

08:45 – 09:00	REGISTRATION	13:45 – 14:30	MARKETING & SALES IN THE USA <ul style="list-style-type: none">• 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
09:00 – 09:15	WELCOME, OVERVIEW & INTRODUCTION <ul style="list-style-type: none">• Overview of the Day & Agenda• Brief Introduction of the Participants	14:30 – 15:15	TASKS FOR PRODUCT LIABILITY PROTECTION <ul style="list-style-type: none">• Introduction• Adjustments of Products & Documentation• Technical Standards & Certifications• Warning Labels & Terminology• Cost, Timing & Procedure
09:15 – 10:00	COMPANY FORMATION <ul style="list-style-type: none">• Formation Pro & Con• Entity Selection• Liability Issues & Corporate Positions• Why Delaware• Cost, Timing & Procedure	15:15 – 16:00	INSURANCE SOLUTIONS <ul style="list-style-type: none">• 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
10:00 – 10:30	CAPITALIZATION & TAXES <ul style="list-style-type: none">• 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	16:00 – 16:15	TEA BREAK
10:30 – 11:15	CONTRACTUAL ASPECTS/SALES STRUCTURE & REPS <ul style="list-style-type: none">• 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	16:15 – 16:45	VISA & WORK PERMITS <ul style="list-style-type: none">• Procedures & Costs• Visa & ESTA• B-1 Business visa• L-work visa• E-investor visa• Dependents• H-1B visa
11:15 – 11:30	COFFEE BREAK	16:45 – 17:15	EMPLOYMENT <ul style="list-style-type: none">• Employment Contracts• Holidays & Title• 401 (K) + Medical Plan• Dismissal Protection• Discrimination Issues• Secondment
11:30 – 12:15	RECRUITMENT, EXECUTIVE SEARCH <ul style="list-style-type: none">• Workforce (U.S. vs. Europe)• How to deal with a candidate-driven market• "Job hoppers" how to find and retain good people• Compensation• Recruiting vs. Staffing• Myths /Practical examples	17:15 – 17:30	PARTICIPANTS' FEEDBACK
12:15 – 13:00	SITE SELECTION VS. SUBSIDIES <ul style="list-style-type: none">• Overview Site Selection USA• Government Offers for Foreign Investors• Allocation System of Subsidies in the US• Strategic Location vs. High Subsidies• Decision Making Process	17:30 – 19:00	COCKTAIL RECEPTION / NETWORKING / FAREWELL
13:00 – 13:45	LUNCH BREAK		

* Subject to changes



Insurance Solutions
Insurance Brokers



Recruiting
Executive Placement and Contract
Recruiting Solutions



Risk Management
U.S. Attorneys for the German-
Speaking Industries



Site Selection vs. Subsidies
Economic Development



Building and expanding US business
Outsourcing

PREVIOUS PARTICIPANTS

