

U.S. ENTRY MEETINGS / AGENDA*

08:45 – 09:00	REGISTRATION	
09:00 – 09:20	WELCOME & INTRODUCTION OF THE PARTICIPANTS	
	<ul style="list-style-type: none"> • Overview of today´s programme & agenda • Short round of introductions of the participants 	
09:20 – 10:45	THE US BRANCH	
	<ul style="list-style-type: none"> • “Roadmap to USA” • Site selection • Operating sites • Choice of the legal form • Tax-optimised company forms • Liability issues & corporate bodies • Capitalization • Formation process 	
10:45 – 11:15	CONTRACTUAL ASPECTS / SALES STRUCTURE & REPS	
	<ul style="list-style-type: none"> • Relevant contract types • Agency, Sales, Reps & Distribution • Contractual Risk Management • Manufacturer´s Limited Representations & Warranties • Inter-Company Agreement & Transfer Prices • Employment Agreements 	
11:15 – 11:30	COFFEE BREAK	
11:30 – 12:15	RECRUITMENT, EXECUTIVE SEARCH	
	<ul style="list-style-type: none"> • American approaches to generating candidates • Avoiding “job hoppers”, keeping turnover low – how to select and retain good employees • Remuneration: fixed salary, variable elements, fringe benefits, long-term incentives • America ticks differently – recognizing pitfalls – a panel discussion 	
12:15 – 12:45	VISA & WORK PERMITS	
	<ul style="list-style-type: none"> • Procedure & Costs • Visa & Esta • B-1 Business Visa • L-Work Visa • E2-Investor visa • Spouses and children • Green Cards 	
12:45 – 13:30	LUNCH BREAK	
13:30 – 14:15	INSURANCE – THE BASICS	
	<ul style="list-style-type: none"> • Certificate of Insurance (COI´s) and Additional insured status • GL / product liability / Manufacturer´s errors & Omissions 	
		<ul style="list-style-type: none"> • Manufacturer versus distributor • International program versus locally insured • Workers comp / employers liability • Automobile / Hired not owned Automobile Liability (HNOA) • Property and Business Interruption (BI) • D&O / Employment Practices Liability (EPL) • Cyber • Benefits / Professional Employer Organization (PEO) versus brokerage model
14:15 – 15:15	PROTECTION AGAINST PRODUCT LIABILITY	
	<ul style="list-style-type: none"> • What is product liability? • Development of Product liability • Development and prevention • Risk prevention by adaptation of products and documents • Legal bases • Certifications • Warning Signs • Timing & Procedures 	
15:15 – 16:15	US TAXES – THE ESSENTIAL PRINCIPLES	
	<ul style="list-style-type: none"> • Basics US-tax system • Once again: permanent business premisses • Expats in the USA • Sales tax – no value added tax 	
16:15 – 16:30	TEA BREAK	
16:30 – 17:00	JOINT VENTURES	
	<ul style="list-style-type: none"> • Why (no) JV? • Legal structure • Individual contractual clauses 	
17:00 – 17:30	MARKETING & SALES IN THE USA	
	<ul style="list-style-type: none"> • Typical difficulties and risks in market development • Market entry preparation: Market intelligence comes before market entry • Market Preparation Guide: Checklist • USA – The world champions in marketing • Ways to successful Marketing Communication • Successful sales concept 	
17:30 – 18:00	INSTALLATIONS IN THE USA	
	<ul style="list-style-type: none"> • Visa Issues • Tax implications • Contractor´s License” 	
18:00 – 18:15	FEEDBACK FROM THE PARTICIPANTS	
18:15 – 19:45	COCKTAIL RECEPTION / NETWORKING / CONFIDENTIAL QUESTIONS & FAREWELL	

DEVELOPMENT
OF US BUSINESS



INSURANCE



COMPLIANCE



TAX
STRATEGIES



MARKET ENTRY
CORPORATE RISK
MANAGEMENT



M&A
US TAXES



INSURANCE



RECRUITMENT

