



## **GATA – GERMAN AMERICAN TRADE ASSOCIATION**

**– A NOT FOR PROFIT ORGANIZATION –**



**USA – second largest market worldwide,  
unlimited opportunities, less complex and  
complicated than you might think...**

## **U.S. ENTRY MEETINGS**

# **MARKET ENTRY USA**

**All relevant subjects covered in one day**

COMPANY FORMATION • CAPITALIZATION & TAXES • CONTRACTUAL ASPECTS / SALES STRUCTURE & REPS  
PRODUCT LIABILITY PROTECTION • VISA & WORK PERMITS • RECRUITMENT  
EXECUTIVE SEARCH • JOINT VENTURES • MARKETING & SALES  
INSURANCE • US TAXES • INSTALLATIONS

**2026**

# GATA – 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 20 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](http://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 the US are presenting the relevant topics.

COLOGNE	<b>18.03.2026 (WEDNESDAY)   HOTEL PULLMAN</b>
STUTTGART	<b>17.06.2026 (WEDNESDAY)   WALDHOTEL</b>
FRANKFURT	<b>15.09.2026 (TUESDAY)   VENUE to be confirmed</b>
VIENNA	<b>21.10.2026 (WEDNESDAY)   VENUE to be confirmed</b>

## REGISTRATION

GATA is kindly asking for registrations directly on the website [www.american-trade.org](http://www.american-trade.org).

The course fee is € 1.480,- per participant. Please transfer the fee on registration to ensure participation.

We recommend that you do not attend both meetings en bloc, but rather with some time in between, as questions usually arise after a market entry has been completed that can then be answered at the Executive Management Meeting.

## CONTACT

**GATA – German American Trade Association, Inc.**  
1105 W. Peachtree St. NE | Suite 1000  
Atlanta, GA 30309 | USA  
[info@american-trade.org](mailto:info@american-trade.org)  
[www.american-trade.org](http://www.american-trade.org)



## CONTACT GERMANY

Harriet Roske  
E-MAIL: [info@american-trade.org](mailto:info@american-trade.org)  
Telephone: + 49 (0) 152 0209 3257

# U.S. ENTRY MEETINGS / AGENDA\*

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

COMPLIANCE

 HEUKING

INSURANCE

 EPIC

INVESTMENT  
BANKING

 CFA  
WORLDWIDE

TAX  
STRATEGIES

 pwc

RECRUITMENT

 TH BENDER  
EXECUTIVE SEARCH  
GLOBAL IN NORTH AMERICA

DEVELOPMENT  
OF US BUSINESS

 gatc

CORPORATE RISK  
MANAGEMENT

 Smith  
Gambrell  
Russell

FINANCIAL  
DUE DILIGENCE  
US-TAXES

 RÖDL

## PREVIOUS PARTICIPANTS

