



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 • PRODUCT LIABILITY PROTECTION
CONTRACTUAL ASPECTS / SALES STRUCTURE & REPS • VISA & WORK PERMITS
RECRUITMENT / EXECUTIVE SEARCH • JOINT VENTURES • MARKETING & SALES
UNLAWFUL U.S. TARIFFS • INSURANCE • US TAXES • INSTALLATIONS

2027

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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 liability relevant 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 the US are presenting the relevant topics.

MUNICH

21.04.2027 (WEDNESDAY)

DUESSELDORF

02.06.2027 (WEDNESDAY)

FRANKFURT

21.09.2027 (TUESDAY)

SALZBURG

03.11.2027 (WEDNESDAY)

the event venues and hotels will all be centrally located in the city centers and will be finalized shortly.

REGISTRATION

GATA is kindly asking for registrations directly on the website 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

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U.S. ENTRY MEETINGS / AGENDA*

08:45 – 09:00	REGISTRATION	
09:00 – 09:20	WELCOME & INTRODUCTION OF THE PARTICIPANTS / Harriet Roske, GATA • Overview of today's programme & agenda • Short round of introductions of the participants	
09:20 – 10:45	THE US BRANCH / Hans-Michael Kraus, SGR • "Roadmap to USA" • Site selection • Operating sites • Choice of the legal form • Tax-optimised company forms • Liability issues & corporate bodies • Capitalization • Formation process	• Property and Business Interruption (BI) • D&O / Employment Practices Liability (EPL) • Cyber • Benefits / Professional Employer Organization (PEO) versus brokerage model
10:45 – 11:15	CONTRACTUAL ASPECTS / SALES STRUCTURE & REPS / Moritz Masberg, SGR • Relevant contract types • Agency, Sales, Reps & Distribution • Contractual Risk Management • Manufacturer's Limited Representations & Warranties • Inter-Company Agreement & Transfer Prices • Employment Agreements	14:15 – 15:05 PROTECTION AGAINST PRODUCT LIABILITY / Moritz Masberg, SGR • 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
11:15 – 11:30	COFFEE BREAK	15:05 – 15:15 UNLAWFUL U.S. TARIFFS – How Do I Get My Money Back? / Moritz Masberg, SGR • What it's all about: IEEPA and Section 122 of the Trade Act tariffs • Current case law and implications • Phases 1 through 3 of the refund process • Focus: Order of the Court of International Trade regarding Phase 3
11:30 – 12:15	RECRUITMENT, EXECUTIVE SEARCH / Tilman Bender, TH Bender & Partners • 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	15:05 – 16:15 US TAXES – THE ESSENTIAL PRINCIPLES Nicolai Decker, Rödl • Basics US-tax system • Once again: permanent business premisses • Expats in the USA • Sales tax – no value added tax
12:15 – 12:45	VISA & WORK PERMITS / Moritz Masberg, SGR • Procedure & Costs • Visa & Esta • B-1 Business Visa • L-Work Visa • E2-Investor visa • Spouses and children • Green Cards	16:15 – 16:30 TEA BREAK
12:45 – 13:30	LUNCH BREAK	16:30 – 17:00 JOINT VENTURES / Hans-Michael Kraus, SGR • Why (no) JV? • Legal structure • Individual contractual clauses
13:30 – 14:15	INSURANCE / Christophe van Gool, Epic • Certificate of Insurance (COI's) and Additional insured status • GL / product liability / Manufacturer's errors & Omissions • Manufacturer versus distributor • International program versus locally insured • Workers comp / employers liability • Automobile / Hired not owned Automobile Liability (HNOA)	17:00 – 17:30 MARKETING & SALES IN THE USA / Immanuel Otterski, Gatic Ip • 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 / Hans-Michael Kraus, SGR • 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

PREVIOUS PARTICIPANTS

