## **DOING BUSINESS** IN THE U.S.

Internationalization of German IT companies to the U.S.

## 15 June 2021 3:30 p.m. CEST **Online Event**

organized by



baden württemberg: connected

in cooperation with

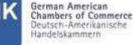








INTonomous









## **Topics:**

- Market access: How to enter the US market? •
- Establishing a company / start-up in the United States
- How to find US partners and clients? •
- Challenges / Barriers / Pitfalls
- External and internal barriers
- Success factors
- Best practices and lessons learned from failures
- Funding and public development support •
- German-American joint ventures
- Production and distribution in the United States
- Licensing in the United States



Haufe.Group

#### 3:30 Welcoming Addresses

- Katrin Beuthner
  Head of bwcon SIG Internationalisierung
- John Fay Commercial Counselor, U.S. Embassy, Berlin

#### 4:00 Keynote: "How to enter the U.S. Market?"

- Nicolas Mosimann, Advokat, Kellerhals & Carrard, Basel
- Moderation: Gerhard Manz, Rechtsanwalt, Friedrich Graf von Westphalen & Partner, Freiburg

#### 4:45 Break

#### **5:00 Panel Discussion**

Success factors – Challenges and pitfalls Best practices and lessons learned from failures Intercultural skills: internal and external barriers

- Moderation: Burkart Knospe, CEO, Testo SE & Co. KGaA, Lenzkirch
- Peter Forscht, retired CCO and co-founder, abas Software GmbH, Karlsruhe
- Cornelia Frank, bw-i, Stuttgart
- Wolfgang Kniejski, EIT Manufacturing Central gGmbH, Darmstadt
- Ralf Steinemann, iTernity GmbH, Freiburg
- Brian Warrick, Magnolia Americas, Inc., New York

#### 6:00 Panel Discussion

Finding US Partners: Where to locate? Support and Funding - Economic Development

- Moderation: Hanna Böhme, CEO, Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG, Freiburg
- David Moock, Office of International Business
  Development, Pennsylvania
- Markus van Tilburg; Jatinder Kaur Khosla, Fairfax County Economic Development Authority, Berlin / Tysons
- Gerit Ahlers, German American Chamber of Commerce of the Midwest Inc., Chicago
- Catherine Malone, German American Chamber of Commerce of the Southern US Inc., Atlanta
- Javier Soto, gener8tor, Madison

### 7:00 Break

- 7:15 Keynote: bwcon programs in Silicon Valley & USA INTonoums and Global Partnership with UC Berkeley
- Lara Trikha, bwcon GmbH
- Lukas Gentele, co-founder and CEO Loft Labs, Inc., Berkeley

#### 8:00 Networking / Breakout rooms

# <sub>B</sub>bw**con**

in cooperation with the German-American Institutes of Baden-Württemberg







