

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**



Panel Discussions - Keynotes- Networking

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



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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
- N.N., covexo GmbH, Mannheim

8:00 Networking / Breakout rooms