



NORTH AMERICA MADE EASY: MARKET ACCESS USA & CANADA

on March 17, 2020, from 9:00-17:30 at ZENIT GmbH, Bismarckstr. 28, 45470 Mülheim an der Ruhr

MORNING PROGRAM USA

- 09:00** **Registration**
- 09:15** **Welcome Remarks**
[Fiona Evans](#), U.S. Consul General, American Consulate, Düsseldorf
[Dr. Karsten Lemke](#), CEO, Zentrum für Innovation & Technik
- 09:25** **The Enterprise Europe Network**
[Cornelia Schwizer](#), Internationalisation, Zentrum für Innovation & Technik
- 09:40** **Introduction USA**
[Ken Walsh](#), U.S. Commercial Consul, American Consulate, Düsseldorf
- 09:50** **The SelectUSA Summit, Washington, D.C., June 1-3, 2020**
[Dr. Jana Dorband](#), SelectUSA Senior Investment Specialist, U.S. Embassy, Berlin
- 10:00** **The One -Stop Shop for a USA Entry**
[Dr. Frank Levène](#), Independent Director, EMEA, AVITUS Group, U.K.
- 10:25** **Smart Finance Options for the Mittelstand in North America**
[Martin Raab](#), Founding Partner, Sugarwood Financial Partners LLC
- 10:50** **USA Visa and Immigration Strategies**
[David Iannella](#), Manager - Consular and Document Practice, Fragomen Global LLP
- 11:15** **Networking Break**
- 11:45** **Effective Human Resources Management and Recruiting in the USA**
[Egon L. Lacher](#), President, JR Bechtle & Co., Boca Raton, Florida
- 12:10** **USA Product Liability - How to Plan, Prepare and be Compliant**
[Johannes Brand](#), Lawyer, Buse Heberer Fromm Attorneys, Frankfurt
- 12:35** **Lunch Sponsored by Fragomen Global LLP** FRAGOMEN



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AFTERNOON PROGRAM CANADA

13:30 Registration

13:45 Welcome Remarks

[Lee-Anne Hermann](#), Consul, Consulate of Canada, Düsseldorf
[Dr. Karsten Lemke](#), CEO, Zentrum für Innovation & Technik

13:55 Canada - A Market for German SME

[Andreas Weichert](#), Minister Counsellor, Embassy of Canada, Berlin

14:30 Export Development Canada - Market Entry Strategies

[Luisa Rebolledo](#), Chief Representative Europe, Export Development Canada, Düsseldorf

14:45 Networking Break

15:00 Company Testimonials & Discussion

[TBD](#)

16:15 Funding for R&D Cooperation with Canada

[TBD](#), Central Innovation Program SME, Berlin

16:45 Reception & Networking

