



# Succeed in the European Union – Navigating the Maze

**Tuesday, May 6, 2008 Time: 8:30 a.m. to 4:30 p.m.**  
**Location: Orange Tree Resort in Scottsdale, Arizona**  
**Fee: \$175 per person**

Join the U.S. Commercial Service for a hands-on workshop on succeeding in the European Union. Update your knowledge on important topics including regulatory requirements, cultural issues, distribution channels, and more.

The U.S. and Europe share more than 40 percent of the global economy and transact more than US\$1.5 trillion per year in trade and investment. Recent developments in the U.S. Dollar/Euro exchange rates have made U.S. exports even more attractive. Yet, as much as opportunities abound in the European Union, navigating the maze successfully poses a continued challenge.

Participation in this conference will allow you to meet key U.S. Government officials and private sector insiders, who have practical and institutional knowledge on exporting to the European Union.

## The business conference includes:

- Overview of the European Union, including a 'status report' on resolving transatlantic trade barriers as well as a comprehensive review of the regulatory environment.
- Discussion of how Customs, Distribution, VAT and other tax matters, affect U.S. exports.
- Question and Answer sessions will be provided throughout the day. In addition, experienced exporters will share their best practices.
- Additional time for networking directly with presenters, key service providers as well as other conference attendees is available at the end of the conference.

## Who Should Attend?

American companies interested in exporting to the European Union. Whether you're new to the European Union, wish to expand or simply improve your current EU presence, you will benefit from this event.

## Registration

For more information, including registration links, please visit [http://www.buyusa.gov/arizona/succeed\\_in\\_the\\_european\\_union.html](http://www.buyusa.gov/arizona/succeed_in_the_european_union.html)

For direct e-mail inquiries, please contact Pompeya Lambrecht at [pompeya.lambrecht@mail.doc.gov](mailto:pompeya.lambrecht@mail.doc.gov) or Sally Spray at [Sally.Spray@mail.doc.gov](mailto:Sally.Spray@mail.doc.gov) Via phone, Pompeya can be reached at 602.277.5223 and Sally at 602.277.4063.

*Limited opportunities for marketing partners are available. For details, please contact Pompeya or Sally.*

