



# Investment & Business Development Success in the U.S.A.

November 15, 2016 - 11:00 a.m.-1:30 p.m.

Messe Dusseldorf, Room 211, North Entrance Area, 1<sup>st</sup> Floor  
In Conjunction with MEDICA - Düsseldorf, Germany

11:00 a.m. Welcome Remarks: Investment Opportunities in the US Unlocked with SelectUSA  
U.S. Consulate General Düsseldorf



SelectUSA helps companies of all sizes find the information they need to make decisions; connect to the right people at the local level; and navigate the federal regulatory system. Learn how SelectUSA can help your company invest in the U.S.

11:15 a.m. Locating in the U.S. - Expert Advice from a Leading Law Firm  
[Christian B. Fulda](#), Partner, Jones Day

Setting up a business in the U.S. can be a complicated process, but with the help of some key partners, these steps can be greatly simplified. Mr. Fulda will discuss such important topics as U.S. company structure, legal systems, the roles of executive management, product liability and other key elements you need to consider before and during the investment process.



11:40 a.m. Success Story - [B. Braun Medical Inc.](#): Investing *and Growing* in the U.S.  
[Bruce A. Heugel](#), Senior Vice President and Chief Financial Officer



Launching new products, educating healthcare professionals on patient and clinician safety and your products, opening and expanding production facilities on both coasts (i.e., Pennsylvania and California). These are all ingredients to becoming successful in the U.S. market. Learn how B. Braun Medical has made the U.S. market a key element in their business growth strategy.

12:00 p.m. Working with Economic Development Organizations  
[Finn Weisse](#), President, Council of American States in Europe

Economic Development Organizations (EDO) can be one of your most valuable investment resources, but do you know exactly what they can offer? Learn from the chairman of the Council of American States in Europe and their member states, how you can take advantage of this great asset.



Council of American States in Europe (CASE) Members:

Arkansas	Colorado	Florida	Georgia
Illinois	Indiana	Iowa	Kentucky
Louisiana	Missouri	North Carolina	Ohio
Pennsylvania	South Carolina	Utah	West Virginia

(Program continues on next page.)

**12:30 p.m. Luncheon Speaker - U.S. Visa Overview from a Consular Officer**

A Foreign Service Officer responsible for adjudicating business, investor and tourism visas from the Consulate General in Frankfurt will answer any questions you may have in regards to U.S. Visas (including the E2 Visa).

**1:15 p.m. Networking with Speakers and Economic Development Organization**

In partnership with:

**JONES  
DAY**<sup>®</sup>



 **SELECTUSA**<sup>®</sup>



## Registration Form



**“Investment & Business Development Success in the U.S.A.”**

**November 15, 2016 – 11:00 a.m. – 1:30 p.m. – *This event will be held in English.***

Messe Düsseldorf, North Entrance Area, Gallery/1<sup>st</sup> floor; Room 211

In connection with Medica 2016 – Düsseldorf, Germany

- I will attend
- I will not attend

**Name:**

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**Company:**

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**Address:**

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**Email / Website:**

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**Telephone:**

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Please return this form to:

E-Mail: [Anette.Salama@trade.gov](mailto:Anette.Salama@trade.gov)

Fax: +49-211-737-767-67

Postal address:

The U.S. Commercial Service

Attn.: Anette Salama

Willi-Becker-Allee 10

40227 Düsseldorf, Germany

**\* A valid entrance ticket for Medica is required for entrance, as this event takes place on the fairgrounds. You will not be able to gain access to the venue without a valid entrance ticket.**